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# PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXV, No. 8

NEW YORK, NOVEMBER 23, 1933

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## THE "GRAHAM GROUP" IS GROWING



AUTOMOBILE advertising, as usually practiced, has resulted in an ever-increasing number of people who discount extravagant statements and insist on doing their own thinking before they buy a car. What these people demand is the raw materials for thinking—FACTS!

In planning the advertising for the Graham car we took this condition into consideration.

The Graham car is not the lowest priced car on the market, nor the highest. Neither is it "just another automobile" priced to fit in between the two extremes.

In the true colloquial sense, it is a value. The Graham has an appearance, a character and a "feel" all its own. It offers unique engineering advances—"Banjo" frame, outboard spring suspension, full-length water-jacketing, and other features appreciated by people who use intelligence in buying. We believed there were enough of these people to make a respectable "Graham group."

Hence, Graham advertising is informative, and believable. Mechanical features are interpreted, not merely listed. And the tone of the telling is marked by freedom from adjectivitis, by a sincerity which matches the sincerity of engineering the Graham people have put into the car.

At the close of this fiscal year, Graham had moved from 18th to 15th place in the industry. In August it was in 12th place on the basis of unit volume of factory shipments. The "Graham group" is growing.

## N. W. AYER & SON, INCORPORATED

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



## AUTO SALES

**M**ILWAUKEE is buying *three* times as many new cars as in 1932! New car registrations in each of the past three months almost *tripled* the figures of a year ago.

The reason: Milwaukee industrial workers are getting 61 per cent *more* wages than a year ago—which makes this a good place to sell anything today! Ask the department stores! Three of them—the largest in the city—each set new records for the largest single day's sales in the history of the stores within the past month.

The Milwaukee Journal is the only newspaper you need to keep your sales in step with the growing business in this great market!

**THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**

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# PRINTERS' INK

NEW YORK, NOVEMBER 23, 1933

## This Week

WE shall have a new Federal law on foods, drugs and cosmetics. "Make no mistake about that," says the leading article in this issue, written after an on-the-ground investigation in Washington. "But it will not be passed in its present form." The article reports an array of instances in which the **Tugwell Bill** will likely be amended, to the end that it will "put the merchandising of foods, drugs, and cosmetics where it ought to be and do it with a minimum of injustice to all."

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In its issue of Nov. 2, **PRINTERS' INK** suggested that the forthcoming Washington session of the Association of National Advertisers be made an occasion at which the **Federal Government** might speak to advertisers about the immediate future of **advertising**. Along that line the A.N.A. gathering, held last week, actually developed. The convention, biggest in A.N.A. history, evolved long and thorough cross-examination of Washington officials on Governmental views and intentions. How successful it was is shown by reactions from many prominent business men—among them Carroll B. Merritt, business manager of *Scribner's*, as is told in the leading editorial.

\*\*\*

Economics used to be a subject taught in colleges and universities. Today it has supplanted bawdy stories as a burden of conversation in Pullman smoking rooms; and the porter knows that at least some of the shoes he shines in the watches of the night are afflicted with what only the academicians used to call a high factor of obsolescence. Perhaps obsolescence

is being overdone. E. F. Weston, president of the Weston Electrical Instrument Corporation, suspects that it is. In his article, **Low Obsolescence Becomes a Selling Point**, Mr. Weston explains his own company's obsolescence policy and offers a thought-provoking remark or two on obsolescence in general.

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Recovery, says Sir George Paish, will come only with **increased consumption**. From across the Atlantic, the famous Briton appraises our leaders and analyzes their methods. "The contrast," he remarks, "between Mr. Hoover's fatalism and Mr. Roosevelt's energy is probably the most striking example of the change that has taken place." Sir George hopes that a world economic conference will yet succeed in solving international problems and in "expanding consumption, not only locally, but universally."

\*\*\*

Eugene W. Stetson, vice-president of the Guaranty Trust Company, of New York, says that on the fundamentals of good product and good management, plus creation of public consciousness of both, he can think right along with advertising men. "But," he adds, "I think as a banker." Advertising men will find it in their hearts to wish that many more **bankers** could **think** as does this one when he thinks **about advertising**.

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Few sales executives, seeking to expand their markets, have failed to study the possibilities of the department stores. Now comes a company whose product has been sold as a building material, and sold, be-

sides, mostly by plumbers. Under the heading of **"Broadening of This Line Builds Department-Store Outlet,"** R. A. Witherell, treasurer and general manager of the C. F. Church Mfg. Company, tells what the department stores have done for an expanded line.

\* \* \*

Advertising has been known to fail. For specific flops, persons close by have been able to identify varieties of reasons. On the principle that the obverse of the picture of advertising success may reflect helpful guidance as to what to avoid, Robert D. Mansfield lists and explains **failure-reasons** to the number of fourteen.

\* \* \*

The Holmes & Edwards Division of the International Silver Company has withdrawn its product from wholesale channels—a fact that PRINTERS' INK reported some

time ago. What's new about the situation is a **business-paper campaign** that seeks to sell to the trade, not the H. & E. products, but the new sales policy.

\* \* \*

Penny-saving isn't exciting. It isn't creative. But at least one advertising executive has won a salary raise by thinking up and enacting expedients of **economy**. "Save the pennies," counsels Harry Merrill Hitchcock, "and the budget will take care of itself."

\* \* \*

Codes or no codes, aggressive executives are still sawing wood at the task of merchandising products. The Richfield Oil Company goes into 500 newspapers in a **campaign that features 5,000 dealers**. Here is technical guidance for other advertisers to whom the Code Problem no longer looms in magnified importance.

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# Confidence shown by LINEAGE INCREASES in Providence



• **GAINS** in all display classifications of the Journal and Bulletin daily are shown by Media Records' October report. Total display increase over last year was 10%.

**RETAIL** gains have significant implications. Perhaps no single group is more immediately affected by public spending power and mood than Amusements. This sub-classification jumped 26,750 lines, or 36%. Hotels and Restaurants gained 56%.

Other noteworthy retail increases were in Department Stores, Furniture, Grocers and Miscellaneous.

• During October, 84% of retail display and 84.6% of total advertising in Providence newspapers appeared in the Journal and Bulletin.

## Journal-Bulletin FAMILIES:

In Rhode Island

**2 OUT OF 3**

Average for State  
as a Whole

In Providence

**19 OUT OF 20**

A. B. C. CITY

## Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives:

R. J. BIDWELL CO.

San Francisco - Los Angeles - Seattle

# Food and Drug Bill Revision Sure

Crusading Spirit Abates, and Advertisers Will Help Correct and Strengthen Proposed Law

By G. A. Nichols

**D**ECENT advertisers and publishers have succeeded in convincing Washington that in opposing the Sirovich-Copeland substitute for the present Food and Drugs Act—familiarily known as the Tugwell Bill—they are by no means selfishly demanding that manufacturers of foods, drugs and cosmetics be permitted to defraud the people, to poison little children or to destroy women's eyes.

And by the same token, the friends of the bill are no longer going to be permitted to assume the role of beneficent champions fighting for the lives and well being of the people against those who would destroy both.

The bill is going to be revised and quite radically at that.

PRINTERS' INK makes this statement advisedly and with knowledge of what is going on. It gets this information from sources which cannot be revealed at present.

If opponents of the bill will stop pawing the air, therefore, quit calling names and refrain from shouting that the industries involved are too much regulated now and want no more regulation—if, in short, they will accept the Government's invitation to help in remaking it instead of vainly trying to destroy it, they will find that the statute, when enacted, will be purged of its present inconsistencies and injustices.

The crooks will go to jail, just the same. Dishonest advertisers will be suppressed. But the *honest* advertiser will not be penalized. Rotten spots in the food, drug and cosmetics industries will be ruthlessly carved out, and this will be a brighter world for all of us.

Here is the situation, as I learned it last week in Washington:

On November 2, PRINTERS' INK published an article headed, "Beat the Tugwell Bill!" Bernarr Macfadden, the magazine publisher, ordered reprints and sent copies to various Government officials, including every member of Congress.

♦ The article, which pictured the obvious dangers to honest advertisers and publishers threatened by the bill in its present form, was on President Roosevelt's desk on the Friday morning following its publication.

On Wednesday morning of last week Congressman Sirovich—a physician—who introduced the bill into the House, appeared before the Association of National Advertisers' convention and took the members off their feet by declaring that the present bill was only a pattern to work toward and that it would be remade in committee.

Dr. Sirovich said he had received Mr. Macfadden's letter and the accompanying article. He was impressed with the strength of the statements therein set forth in the interests of the honest advertiser; and he wanted emphatically to state that no injustice would be done to anybody.

One of his statements, which I quote from memory, was:

Let me tell you that the honest advertiser need have nothing to fear from the workings of this bill. If there is anything in this bill harm-

# 16 PAGES OF COMICS IN COLOR



**16 PAGES** of four color comics every Sunday in The Des Moines Sunday Register. This is not announcing a new policy. We've maintained 16 pages during depression years when other Sunday papers have reduced their comics. Read by young and old—"Ask Gallup, he knows") The Sunday Register contains the cream of features from the country's outstanding syndicates . . . excellently printed on modern color press equipment.

The roster of wise advertisers is constantly growing because, being wise, they know the rich Iowa market is not covered by any other newspaper—either singly or as part of a group.

*For simple and striking analysis of Sunday color coverage in Iowa . . . comics, magazine or rotogravure, ask . . .*

**NATIONAL  
ADVERTISING  
DEPARTMENT**

**DES MOINES REGISTER AND TRIBUNE**

238,331 Daily . . . A. B. C. . . . 211,038 Sunday

*Sell with  
Color!*

---

# *Increasing* Depression

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IN the drug and toilet goods field, every client whose advertising we have prepared continuously from 1929 has sold a larger volume in three years of depression than in the three

J. Walter Thompson Co

---

# ing Sales in on Years

★ ★ ★

goods most prosperous years before.

dver- Advertising in this field is one

con- of the most important factors in

sold producing sales. In these times

years advertising assumes a new and

three special importance.

son Company Advertising

ful to honest advertising we will give you the benefit of the doubt. What we in Congress want is to eliminate fake remedies, adulterated foods and false advertising. Wherever this bill is wrong it will be rectified; and we want advertisers, publishers and everybody else concerned to help us. When we have heard all sides to this argument we shall shape a bill which will really do the work.

Dr. Sirovich extended a wide open invitation for anybody interested to visit his office and give him ideas. He admitted he was rather surprised at the strength of the arguments set forth against the present bill. And this, of course, was rather to be expected, inasmuch as the proponents of the bill have been carrying on in such a crusading spirit (à la Prohibition) as to force the cold, hard facts into the background.

Senator Copeland, who introduced the measure into the Senate, is also open-mindedly and wholeheartedly trying to find out where in it should be revised. I did not talk to him personally, but am informed by gentlemen of unquestioned integrity that his view as to the insufficiency and probable injustices of the present bill is very much the same as Dr. Sirovich's. He—likewise a physician—is seeking light, and it will be given him.

What are the changes that will be proposed—and to which the Senate and House Committees will give willing and sympathetic ear?

**PRINTERS' INK**, after delving around among advertising bodies, manufacturers and advertisers, has reason to believe that among the desired revisions (some of these are original with **PRINTERS' INK** and others are not) which would meet the requirements of the honest merchandiser and to which the Government people are not unfriendly, are these:

**1** The advertising industry will object to leaving such vague questions about advertising appeal as would be implied in inference and ambiguity, to a bureaucrat to decide. These should be decided

only by the industry itself, when feasible at all. The administration, while nominally under control of the Secretary of Agriculture, would be actually carried out by a civil service employee. Thus would be built up a continuing bureaucracy.

**2** The publishers and advertising agencies will seek a definite exemption from liability in all cases unless they decline to give the Government information in their possession regarding the advertiser and his location.

**3** Damning an advertisement of a specific by indicating in bold type that it is not a cure, is too much of an advertising handicap. The same thing can be conveyed in clear and unmistakable ways without such a repelling signboard.

**4** Prohibiting any advertisement statement that a specific has any effect upon a list of well-known ailments seems as unreasonable as to prohibit a physician from prescribing for them. This should at least be limited to curative effect.

**5** Basing judgment as to the effects of a specific upon any ailment, upon general agreement of medical opinion, is too vague even for physicians to abide by. A much more effective criterion would be scientifically correct test.

**6** The same would be true of any self-medication. The Secretary of Agriculture should not have the power to determine what is safe or unsafe as a matter of personal opinion. This should always be based upon tests by those capable of making them. If it is right in the law to assure a proper hearing and notice of hearing before criminal prosecution, this should also be applied to civil prosecution and to libel or seizure.

**7** Seizure should be limited to cases of emergency where public health is definitely menaced and prompt action is a factor.

**8** Penalties should not be inflicted upon advertisers for an innocent infraction of the law, and no penalty should apply until after the offender has been warned, as far as advertising copy is concerned.

**9** All material rulings by the Secretary, aside from administrative routing, should be subject to court review.

**10** There should be no unfavorable publicity given to a product, or to an advertiser, by the Secretary, until after such product, or advertiser, has been condemned either by admission or by due process of law.

**11** United States attorneys should not be compelled by the law to proceed at the mere direction of the Secretary, without evidence being submitted satisfactory to the Department of Justice.

**12** No officer or employee of a corporation violating the law should be personally punished, unless personally responsible as having authorized, ordered or performed such acts.

**13** Government inspectors, even in voluntary service, should not be paid by the advertiser, but by the Government itself, at least in major part; such inspection being instituted essentially for the protection of the public.

**14** It might be better to amend the original Food and Drugs Act without repealing it, instead of having a whole new statute, as such repeal might deprive the food and drug industry of a long series of court decisions under the Act protective of them and also clarifying their rights.

**15** The bill frequently uses the words "may be" in connection with "dangerous to health." This is too wide open and should be limited to the factual statement, "is dangerous."

**16** Where the rights of the advertiser are found to be invaded, the Secretary should be directed to grant relief, and not merely be authorized to afford it.

**17** No proprietary formulas should be publicly revealed, as that might destroy property in them, costing millions to build up; at most, such formulas should be confidentially furnished to the Secretary for his own information.

Such detailed direction as to order of ingredients in a product might seriously handicap the producer in substituting materials of equal value because of current price.

**18** The clause referring to ambiguity and inference should be stricken out. This in its present form is a wide-open invitation to evasion.

**19** Everything in the bill relating to advertising should be clean cut and specific. Advertisers should know in advance what they can and cannot do.

The openly expressed willingness of the bill's sponsors to revise it is certainly a tribute to their high-mindedness. This attitude has been clouded, perhaps, by the ballyhoo and theatricalisms with which the agitation for the bill has been surrounded.

But sober sense is going to prevail. For instance, no less a person than David F. Cavers, professor of law at Duke University, admits in a letter to *PRINTERS' INK* (his letter appears following this article, page 80) that the bill "might" have been different in several essential particulars.

Professor Cavers, it should be remembered, is one of the writers of the Tugwell Bill in its present form. In *PRINTERS' INK* for August 24, 1933, there is an article by him defending the bill in its references to ambiguity and inference which he now suggests might be eliminated.

It is not too much to say, all things considered, that a most friendly and conciliatory spirit is being shown by both sides to the argument—a thing of great promise to the future of a highly important branch of American business.

Advertisers are doing a smart thing in freely admitting that there are abuses—some of them shameful—in the advertising of certain products and manifesting an intense eagerness to make further perpetration of such abuses exceedingly unhealthy.

Correction of these abuses is all  
(Continued on page 80)



# Low Obsolescence Becomes a Selling Point

Running Counter to Trend, This Manufacturer Turns Out Products  
That Will Not Need Replacement

By E. F. Weston

President, Weston Electrical Instrument Corporation

NOT that we want to start a debate—in fact, we definitely do not want to do that—but we of our company are not entirely in sympathy with the present-day industrial tendency to seek the development of a replacement market by introducing into products a high factor of obsolescence.

Our attitude in the matter is reflected in our methods of design; and it is set forth in our advertising.

PRINTERS' INK has asked me to discuss our policies and to outline the thinking that underlies them.

Let me concede, cheerfully, that by the introduction of a high obsolescence factor certain industries have been helped. With certain reservations, I admit that, in some instances, high obsolescence has enlarged sales volume. With no reservation at all, I grant that in some industries it has accelerated product improvement and so has accelerated industrial development; and from this angle it has been beneficial.

Yet we still believe that, specifically for our own company, a policy of rapid obsolescence would be worse than unwise, and that, broadly for all business, the wisdom of its continued pursuit is, to say the least, highly debatable.

Our business has been built on products that do not wear out through use. Normally their factor of obsolescence has been very small. To extend our markets, our method has been, not to make something that will wear out—and consequently need replacement—but rather to add to the number of uses to which our products can be applied.

But, although we, ourselves, have refrained from boosting our busi-

ness by rendering our products quickly obsolescent, we have been confronted with the problem of coping with high obsolescence as it has been encountered in industries and in trades that our products serve.

Such a problem confronted us in the radio trade. In radio, obsolescence has been caused by constant development within the industry—by the creation of new types of tubes and new circuits; and this obsolescence was a source of considerable worry, for we have a sort of constitutional objection to selling something that fails to give the user a reasonable return on his investment.

In addition, the obsolescence factor made it necessary for us to keep designing new apparatus; and that task created a high development charge that was reflected, naturally, in the selling price. Obviously, increasing our selling price exerted the effect of restricting our market.

## *Would Lower Cost of Development*

We had in mind that, if we could reduce the obsolescence factor of our own products, we could lower our cost of development, lower our cost of manufacture, lower our selling cost—and extend our market and give everybody better service.

To that end we have directed our work in product design. In the retail radio field we have bent our efforts toward the designing of testing equipment so that, concurrently with whatever development may ensue toward improving receiving sets, our products may be kept up to date by our products' users at very little expense.

Thus, thanks to this policy, we

render what we believe to be superior service to our customers; and we render a service, also, to ourselves. More of our energy and more of our resources can be directed, now, toward what we believe to be the right kind of market expansion.

We are able to manufacture less expensively and to sell less expensively. And we are able to sell more easily. A low factor of obsolescence is, we find, a strong selling point. We have featured it in our advertising.

Thus, in our advertising to the retail radio field in October we announced a new tube checker. Our headline read:

"Again Obsolescence Takes It on the Chin!"

In part, the copy read:

"No longer is there any need for worrying about tube-checker obsolescence. Again Weston has supplied the solution, providing a design with 18 sockets, 11 of which are wired to test all of the present tubes, some 90 in number. The remaining 7 sockets are spares, and can be quickly wired in to test some fifty-odd additional tubes, when and if these tubes appear on the market."

The copy then went on to describe distinctive features, peculiarly advantageous for the testing of the radio tubes of today.

In our October advertising addressed to the same field, we featured low obsolescence again.

Our headline read: "Obsolescence

Worries Are Ended with This New Testing Equipment."

The copy described three of our products. Of these, one was our Model 665 Selective Analyzer. Describing this instrument, the text emphasized that "new tube bases merely mean a new, inexpensive, Socket Selector."

The second unit was our Model 674 tube checker; and in the copy describing it we pointed out, as we had done the preceding month, that the seven spare sockets could easily be wired in to test some fifty-odd additional types of tubes, "when and if they are offered."

The third unit on the page was our Model 666 socket selector, concerning which the copy read:

"Your present analyzer can be brought up to date and kept that way with these simple, inexpensive units."

So much for this matter of obsolescence in the narrower sense as it applies—or rather, as we cause it to apply—to our business. Now for a paragraph on the broader phase.

No nation can make itself rich by consuming alone. The national wealth consists of that portion of the product of industry which exceeds in its time of consumption its time of fabrication or construction. To express the matter more simply, no national wealth is created by manufacturing, let us say, a pair of shoes that will wear out in less time than it took to manufacture them.

### Has Munsingwear Account

The Munsingwear Corporation, Minneapolis, has placed its advertising account with Roche, Williams and Cunyngham, Chicago. A change in agency has been made, according to George E. Rutledge, president of Munsingwear, because of competitive products. Aubrey, Moore & Wallace, Inc., Chicago, will continue to handle the accounts of Wayne Knitting Mills, Belle Sharmeer stockings, a subsidiary of Munsingwear, Inc., and Vassar Swiss Underwear Company, Chicago, of which Mr. Rutledge is also president.

### Guy Smith with B. B. D. & O.

Guy Smith, Eastern sales manager of Libby, McNeil & Libby, Inc., Chicago, has resigned to join Batten, Barton, Durstine & Osborn, Inc.

### Arbogust Joins Critchfield

Oren Arbogust, Chicago advertising agent, has merged his business with and joined the executive staff of Critchfield & Company, advertising agency of that city. He will be in charge of the Critchfield copy department. Mr. Arbogust has operated the business bearing his name for the last twelve years. Prior to that he was for five years with Erwin, Wasey & Company.

### Leipzig Trade Fair to O'Dea

Leipzig Trade Fair, Inc., New York, advertising the International Trade Fairs held semi-annually in Leipzig, Germany, has appointed Mark O'Dea & Company, New York, as its advertising agency. Magazines, newspapers and business papers are being used.

# SANTA CLAUS CONSULTS DR. STORK!

King of Toyland Seeks Eminent Doctor's Advice On Where All The Children Live In Chicago—Read What Happened When These Two Wise Old Birds Who Are In Charge Of Christmas Got Together.



ULT

NOT BAD, NOT  
AT ALL, WHAT  
I DO FOR YOUBUT WHERE DO  
Y LIVE? I'VE GOT  
TEACH THE MOST  
CHILDREN IN THE  
COUNTRY TIME

NE

RA

CHICAGO

in its

National

Representatives:

Rodney E. Boone

Organization

CLAU, I'M ABOUT  
ALL MOST OF THE  
CHICAGO AMERICAN  
FAMILIES! THEY  
MOST OF THE BOOK.

THAT'S THE STUFF, JUST WHAT  
I WANT — "DOROTHY BROWN,  
ELIZABETH BROWN, FRANKLIN  
BROWN, HOWARD BROWN,  
PEGGY BROWN! PRETTY  
BIG FAMILIES DOC. NOW  
DO YOU EXPLAIN IT?"

THAT'S A PROFESSIONAL SECRET, BUT  
I CAN TELL YOU WHY MOST CHILDREN  
ARE IN CHICAGO AMERICAN HOMES.  
PARENTS UNDER 40 HAVE MORE  
YOUNG CHILDREN. YOUNGER FAMILIES  
READ THE AMERICAN.

WILL CHICAGO  
AMERICAN FATHERS  
AND MOTHERS  
COOPERATE WITH ME  
THIS YEAR? DO I  
GET A LOAD OF  
TOYS, OR DON'T I?

TO ADVERTISERS: We'll answer Santa Claus' question and we'll explain why Dr. Stork is right. Here are the facts:

The Chicago American is read largely by younger families—families with parents under 40. There are more young children in such families.

We believe it is a safe estimate that the majority of the 800,000 children under 15 in Chicago are in the 425,000 families of the American.

Here is an enormous market, not only for juvenile merchandise but for all goods. A market able to buy, ready to buy. Chicago American families will spend \$530,000,000 for merchandise in the next 12 months.

No other newspaper offers a circulation as well adapted or as economical for reaching the concentrated junior market in Chicago.

**CHICAGO AMERICAN**  
a good newspaper

in its THIRTEENTH YEAR OF CIRCULATION LEADERSHIP  
in Chicago's evening field  
National Representatives: Rodney E. Boone Organization

# Are Banking Eyes Really Open?

PRINTERS' INK Joins a Request for Instances of Bank Support of Merchandising Programs

AMERICAN BANKER  
NEW YORK

Editor of PRINTERS' INK:

The *American Banker* is preparing a series of articles in an endeavor to spread education among bankers as to the need for more scientific loan analysis, adding the merchandising and selling expert's counsel to the process of approving or turning down a loan.

Balance sheets do not show everything, and many a bad loan has been made on a good balance sheet because of a poor selling program.

Vice versa, many a good loan has been turned down because the banker did not know how to analyze

the merchandising program of the would-be borrower for all that it was worth.

A few banks that are working along these lines report very good results; but not enough banks are educated as well as they should be along these lines. However, the idea is spreading.

We should welcome from PRINTERS' INK readers any stories of experiences with banks that have taken loans from the merchandising angle and done well.

Confidences will be respected. The story of one success is worth a thousand kicks.

C. B. AXFORD,  
Editor.

MR. AXFORD'S letter is a repercussion of the article, "The Banker *Au Naturel*" [PRINTERS' INK, Nov. 9, 1933], in which Arthur H. Little sized up the banker as he is, outlined the extent to which he is controlling the policies of business, and suggested a "new Declaration of Independence."

Conceding that perhaps the banker doesn't know as much about merchandising as he ought to know, Mr. Axford has undertaken a highly commendable effort in the direction of banker-education. We wish him well; and we do more. We gladly co-operate.

To his appeal for instances in which banks have taken loans from the merchandising angle and done well, we add our own.

Surely, within the broad boundaries of America, there must be at least a few bankers who can

see beyond the balance sheet, a few who can visualize the potentialities of a sound and thoroughgoing program of merchandising behind a worthy product. Surely, here and there, there must be a banker who can visualize such a program so clearly and so confidently that he dares to lend the money that will enable the program to operate effectively.

Will those of our readers who have encountered such instances please write to us about them? We, too, shall respect confidences. We shall pass the letters on to Mr. Axford for his series of articles; but we should like to see them en route, to the end that, in the pages of PRINTERS' INK we may acknowledge, with pleasure and approbation, the bankers' awakening.

We hope your letters come in in bales!—[Ed. PRINTERS' INK.]

## Promotions in Gotham Agency

The following promotions have been put into effect by the Gotham Advertising Company, New York: John H. Nutting from secretary to vice-president; Arthur A. Kron from assistant treasurer to secretary and treasurer and director; D. D. Sutphen, Jr., elected vice-president and director; G. E. Harris, Jr., elected director; William Menkel, head of media.

## Has Baby Garment Account

The Earnshaw Sales Company, Newton, Mass., maker of Vanta baby garments, has placed its advertising account with Ingalls-Advertising, Boston. Magazines, business papers, newspapers and radio are being considered in addition to display and dealer co-operative features in an aggressive sales and advertising program that is being planned.

# Fourteen Reasons Why Advertising Sometimes Fails

Obverse of the Picture May Point Way to Success

By Robert D. Mansfield

**D**OES anyone want to challenge my statement that advertisements do fail? Perhaps, in a spirit of generosity to my theme, you will admit that altogether too many of the advertisements that are published are shy of the mark they are intended to reach.

This, to my mind, is one of the most serious phases of advertising and one that should be given major attention. We have all seen advertisers who have gone out after a pot of gold and gotten very little back but a stack of bills. This is why so many companies that should be big advertisers do not have confidence in advertising as an economic tool of business. And this is why, when the pinch comes, the first departmental budget to be pruned is the advertising appropriation.

There are many manufacturers who would advertise more extensively if they did not consider advertising so much of a gamble.

Here is a typical example:

Occasionally I have lunch with the treasurer of a manufacturing company that is the leader in its industry. His company has never advertised except in a desultory sort of way and much of our conversation has been on this subject.

Now treasurers are funny fellows—most of them. They have a noxious habit of wanting to know what are the possibilities of their getting a fair return for the money they invest. So, when I dusted off the hoary old examples of great advertising successes that are a part and parcel of every advertis-

ing man's kit, he came back with the question:

"Can you guarantee these results? Can you guarantee that if our company went into an extensive advertising program the additional profit would be sufficient to cover the cost of such advertising?"

Of course I pointed out that the divers factors involved made it impossible to guarantee results any more than a doctor guarantees to pull you through your illness or a lawyer guarantees to win your legal difficulties; to which he replied in his best Calvin Coolidge manner, that as long as his business didn't have acute appendicitis he wasn't going to run the risk of a major operation without some guarantee. To add insult to injury he asked me this very impertinent question:

"Isn't it a fact that many a manufacturer has been led into a large advertising expenditure by the solicitations of perfectly competent advertising men and that this advertising has failed to produce the results promised—that many have been rank failures?"

I had to admit his contention, and in my endeavor to establish the reasons for these failures I reached

the conclusions that motivated this article.

Eliminating the failures that are caused by the idiosyncrasies of the client, which are legion, or by the failure of his product and distribution facilities, or by some unforeseen market conditions, and considering only such instances where the onus falls on the individual or collection of individuals who design the advertising, there are four general reasons why advertising fails.

1. In our anxiety to make preparation costs come within gross income we have not done sufficient groundwork to make reasonably sure that our fundamental ideas are sound and effective. This is especially true on small accounts.

2. Many advertising writers, either because they are old hands at the business and assume they can draw on their past experience, or because they are so young they believe they have some God-given instinct that makes them infallible, think that they can sit back of a desk or in a conference room and produce sales-clinching ideas.

3. Sometimes solicitations are conducted by experienced advertising men who, as soon as the account is secured, turn it over to less competent talent and do not give the account sufficient supervision.

4. There are still too many "word-smiths" in the advertising business who think more of turning out a nice phrase, a euphonious slogan, or a "clever" headline, than of getting information on the selling points of the product, the competition it must face, the kind of market it sells to, the buying psychology of this market and its distribution factors. In other words, we have laid too much emphasis on nice-sounding (literary) copy and not enough emphasis on the thinking and groundwork behind the copy.

The above reasons are general. Here are ten specific reasons why advertisements fail:

1. *Insufficient investigation of the inherent instincts that cause people to want the product.*

Possibly it didn't take much of an insight into human nature to know that most people fear to have bad breath—the inherent instinct that made the Halitosis campaign so successful. But for most products it takes a painstaking investigation to find the inherent instincts that are *most common* to the group of people to whom we want to sell.

All first string golfers know that their games are won or lost on the putting-green. Consequently, for many years a prominent golf ball manufacturer, assuming that this was the universal appeal, wrote his advertising around the theme of "Accuracy on the Putting-Green" with very indifferent success. It wasn't until some enterprising copy writer (who was probably a duffer at golf) got the idea that the inherent instinct of the majority of golfers is to see their drives and long shots sail down the fairway the greatest distance and with a minimum of slice or hook, that this fact was questioned. He checked up on his theory and found it to be true. A campaign built around this new angle almost doubled the sale of this golf ball in a few months. Here is a case where failure to conduct an impartial study of his market cost a manufacturer thousands of dollars' worth of business.

2. *The tendency to think that a technique that was successful on one product will necessarily be successful on other products.*

This is due to two reasons: (1) the laziness of the copy writer to get out and dig up new facts, or a sincere belief that he has found a universal type of appeal. Again we sometimes make the mistake of thinking that because we have advertised a certain commodity successfully for one manufacturer, we can use the same technique on the same commodity that is made by some other manufacturer. We fail to take into consideration that the size of the company, the position it holds in its field, the nature of its distribution, its sales policy, and the popularity of its product (or lack of it) may necessitate an en-





## NO MORE GUESSWORK!

To touch the pocketbook nerve of Chicago you need to know just one thing: What single newspaper gives you the greatest amount of **REAL HOME COVERAGE?**

The \*answer is contained in *the first authenticated home coverage survey ever made in Chicago . . .* a survey that lays the cards on the table and prevents your being confused by superlative circulation claims in the Chicago area.

Data for fourteen districts in the survey has been compiled and the results published. Your copy of the report gladly forwarded on request. Address Advertising Manager,

## THE CHICAGO DAILY NEWS

**\*The Chicago Daily News is BROUGHT INTO and STAYS IN more homes in Chicago and suburbs than any other daily newspaper.**

tirely different approach—different appeals—different media—longer or shorter copy—different types of art—and different methods of producing inquiries.

*3. The advertising was designed to please the advertiser who is paying the bills.*

How many advertising crimes have been committed for this reason alone? I'll venture to say that many advertisers are getting less than half the value of their advertising appropriation because the agency is not permitted to do the job as it sees it. On the other hand there are too many "yes-men" in the business who through a mistaken idea of diplomacy—or just plain fear of losing their commissions—deliberately design their advertisements to appeal to the ego or the idiosyncrasies of the advertiser and give scant consideration to the real advertising job that is to be done.

*4. The advertising was designed for its appearance—not for its effectiveness.*

Some agencies and advertising men are more "art minded" than they are selling minded. To my mind, art in any form should be considered as an accessory to the selling job. When the art department can tell a copy writer, "We can't use this block of copy because it doesn't fit into the layout," or "Cut two paragraphs from the main body of your copy," I claim that the selling job is being subordinated to the art job. Don't misunderstand me. In some cases sheer beauty of layout or of illustration does the selling job and when a decision to use this technique is reached, after a study of inherent instincts of the people we are trying to sell to, all well and good.

*5. The advertising was trying to do too big a job on too small an appropriation.*

You can't bring out a new tooth-paste in this highly competitive

market and put it across, nationally, on a \$10,000 appropriation. Yet many advertisers are continually trying to do this very sort of thing. In an instance of this kind the copy writer is not to be blamed if his best efforts are lost in a sea of competitive advertising. What he should do is to persuade his client (1) to appropriate enough money to do an adequate job, (2) confine his efforts to a more localized field, or (3) stop advertising altogether.

*6. The advertising was designed without thought as to whether it would antagonize the dealer or gain his co-operation.*

The wholesaler, distributor, jobber and dealer are important elements in most selling programs. With some products they are all-important. Many a good campaign has flopped because the advertising not only failed to enlist the middleman's co-operation, but actually antagonized him.

*7. The copy was poorly thought out and poorly written.*

We have all heard the expression: "I didn't have time to write a short piece of copy." To write good copy means writing, tearing up, rewriting and tearing up again. There may be some geniuses who can dash off a masterpiece that contains all the arguments properly arranged, co-ordinated, and expressed in the most colorful, brief and convincing way, but we have never met them.

*8. Not enough experimenting was done with different types of appeal.*

In the olden, golden days, back in 1920-1928, when advertisers were dumping millions of dollars into advertising just to get rid of it, it may have been all right to gamble an entire advertising appropriation on the guess of a copy writer or "plan board" that one certain type of appeal would be effective. But since it has become popular to show some economic results from advertising, this method

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is slowly becoming passé. The mail-order houses have led the way in making test campaigns and the more painstaking advertising men are insisting that test campaigns be made before they risk their clients' appropriation on a larger scale.

**9. The advertising was not properly backed up.**

Publication advertising of almost every product can be made more effective by the judicious use of direct mail to dealers, dealer helps, window and counter displays. There is a wide gap between creating a desire for a product through advertising and making it easy for the prospective purchaser to find where he can buy it. Many a campaign has been unsuccessful because no attempt was made to fill this gap.

**10. The advertising was not properly followed up.**

As one example of this point, I recently answered an advertisement for a piece of wearing apparel. It was three weeks before I received a reply from the firm that signed the advertisement. When the reply came, it was a form letter that obviously had been printed by means of an old-fashioned

duplicating machine. The ink was blurred, the lines were not square with the edge of the paper, and it had a typewritten signature. Furthermore, it did not give the information promised in the advertisement. I decided that if the company answered its inquiries in such an amateurish fashion it must also make an amateurish product.

How many other good advertisements are taking it on the chin because someone failed to follow up the potential business they are creating? Their names I know must be legion.

\* \* \*

Everything I have said here has been negative. But it has a positive application. If every agency would check over these ten points before it submitted a campaign and if every advertising manager made sure that every one of these ten items had been answered satisfactorily before he put his O.K. on the plans, there would be fewer "flops" in advertising, and eventually, the skeptics would gain more confidence.

It may be necessary to violate or disregard some or all of these principles in isolated cases. But when we do violate them we should know the reason.

**H. vH. Proskey, Sales Manager, Lehn & Fink**

H. vH. Proskey has joined the Lehn & Fink Products Company, New York, as manager of sales for Pebecco Tooth Paste, Hinds Honey & Almond Cream, Lysol Disinfectant and a variety of other products made by this company. His first work in the field of advertising and merchandising was with Frank Seaman, Inc., since dissolved. After sixteen years at Seaman, the last few of which he was secretary, he joined the United States Advertising Corporation as vice-president in charge of the New York office and has been with that organization until recently.

**Has Shumway Seed Account**

R. H. Shumway, Rockford, Ill., seedsman, has appointed Phelps-Engel-Phelps, Chicago advertising agency, to direct its advertising account. Magazines, farm papers and mail-order publications are being used.

**With Schaeffer-Ross**

Ernest L. Weaver has joined Schaeffer-Ross, Toronto, display manufacturer.

**H. C. Jamerson with DeSoto**

H. Curby Jamerson has been appointed director of advertising and sales promotion of the DeSoto Motor Company, Detroit, division of Chrysler Corporation. He joined DeSoto after having been with the Acolian Company, New York. He previously had been manager of the Los Angeles branch of the Frigidaire Corporation.

T. G. McCormick, of the DeSoto advertising staff, has been appointed Mr. Jamerson's assistant.

R. M. Rowland, who has held the position now assumed by Mr. Jamerson in addition to his duties as assistant general sales manager, will now devote his entire time to the latter position.

**Appoints Ruthrauff & Ryan**

Distilled Liquors Corporation, New York, distiller of Hildick Apple Jack brandy and other brandies, has appointed Ruthrauff & Ryan, Inc., as its advertising agency.

Charles S. O'Donnell has been named director of sales of Distilled Liquors Corporation. For the last six years he has been head of the merchandising department of N. W. Ayer & Son, Inc., Philadelphia.

# Mr. Birch Believes in Co



THE BOONE MAN REPRESENTS  
27 HEARST NEWSPAPERS

## DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

## SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

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# in CONCENTRATION

*"It is an axiomatic, yet often disregarded fact, that it is better to concentrate upon a few markets of Proven Probability, than to spread sales-effort over many markets that MIGHT buy."* Statement of MR. FRANK V. BIRCH, Executive Vice-President, Klau-Van Pietersom-Dunlap Associates.

WE AGREE. Most emphatically it is better to pick markets of known potentiality, and Pound upon them . . .

Pound with newspapers that concentrate upon those markets . . . that are known to sell goods . . . that can and do influence the attitude, number and cooperation of dealers.

Therefore, it is vital to find such markets . . . and newspapers that are equipped to bring the necessary pressure to bear.

Such information comes only through sharpened pencils and shoe-leather. So trained marketing men make over 300,000 personal dealer-calls yearly. 27 powerful Hearst newspapers represented by the Rodney E. Boone Organization constantly check and cross-check the conditions which govern selling in their 14 important markets . . . and the Boone Man makes this information impartially available to all.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

## Car of the Future

VEHICLES of transportation of the future provide the theme of a newspaper campaign run by the Pan American Petroleum Corporation in those Southern States in which it has distribution. Thousand-line advertisements are being used, the upper half being devoted to illustrations of automobiles we may possibly see, say in 1955: the dymaxion, the autopropeller, the bullet car, auto plane and other visualized developments. Copy tells that when you drive in the future, Pan-Am will lead with the right gasoline. The lower half of the advertisement then comes in with the statement, "Today the right gasoline is Orange Pan-Am."

In addition to newspapers, posters of these mythical cars appear in all of the company's stations. Radio announcements and direct mail carry out the same idea.

To tie up with this campaign, the company turned its engineers loose on a "car of the future." This car, which is a combination automobile, airplane and boat, was built following the engineers' conception of a car that the future may see. It is now on

a tour of Louisiana, Mississippi, Alabama and Tennessee, covering most of the cities and towns in

**1945** WITH AN AUTO PROPELLER  
YOU MAY DO 250 MILES AN HOUR . .



PAN-AM WILL LEAD WITH THE RIGHT GASOLINE



**ORANGE PAN-AM GASOLINE**

ANTI-KNOCK . . MORE MILEAGE . . NO EXTRA COST

those four States. Accompanying this automobile of the future is a "horseless carriage" of the 1902 vintage which, by comparison with today's automobiles, makes the "car of the future" seem not at all unreasonable.

### American Optical Advances Mosher

Ira Mosher has been elected vice-president and general manager of the American Optical Company. He joined the company in 1922 as comptroller and assistant treasurer, later becoming chairman of the operating committee and in 1931 treasurer. Edward E. Williams succeeds Mr. Mosher as treasurer.

### H. S. Richland Joins Kastor

Herbert S. Richland has joined the New York office of the H. W. Kastor & Sons Advertising Company in an executive capacity. He has been with the Federal Advertising Agency, New York, for twenty years, the last fourteen of which were as an executive.

### Cleveland Photographers Form Group

Merwin M. Kindig, formerly secretary of the Ohio State Electrotypers Association, has been appointed executive secretary of the Commercial Photographers Association of Cleveland. The local association has been organized by the city's leading commercial and illustrative photographic groups. Application of the NRA code to the photographic industry is one of the purposes of the association.

### McGuineas with WGN

William A. McGuineas, for six years with the advertising staff of the PRINTERS' INK Publications at Chicago, has joined the sales staff of Station WGN, Chicago.

# Advertisers Get New Courage at A.N.A. Convention

Addresses of Federal Officials Give Assurance of Government Co-operation, and Last Round-up Is Postponed

GOING down on the train to the Washington convention of the Association of National Advertisers last week, a number of New York members of the A.N.A., together with some publishers, were discussing the Sirovich-Copeland proposed substitute for the present Food and Drugs Act—which Professor Tugwell devoutly wishes would not be called the Tugwell Bill. (He says—and he is probably right—that that designation gives it entirely too much of the brain trust flavor and thus prejudices the bill in the minds of certain Congressmen who don't like the brain trust anyway and never will.)

There seemed to be general agreement in the group that the Administration was against advertising. Finally one of the A.N.A. officers said this: "Well, boys, it looks as though we are heading for the last round-up."

But the convention—the largest and most interesting the Association has had in many a year—didn't work out that way at all. The members and their guests went to Washington fearing the worst in an effort to find out just what was in the minds of the Government officials relating to advertising and many other things. They came away reassured; they ascertained that the administrators of this and that were merely men who are somewhat bewildered as they try to do their difficult job—that instead of trying to bite advertisers and all their works they really want the help of these advertisers in working together for the common good. All of which was in accordance with a suggestion for the conduct of the meeting made editorially in *PRINTERS' INK* on November 2.

This doesn't mean, of course, that advertisers may now sleep the sleep of the just. Washington does not yet see advertising in its proper perspective and there is plenty of

educational work yet to be done. But nobody in the Government is out deliberately gunning for it, as seemed to be the general impression.

The last round-up, therefore, will be indefinitely postponed with the approval of all concerned.

Thus, in the humble estimation of this reporter, who tried to look upon the convention proceedings with a detached view, this A.N.A. meeting made some history that is much more important than now seems apparent. Even though the Government officials did not exactly fall over themselves in trooping into the convention to tell their stories, it can be said, and truthfully, that the situation now contains at least the makings of a workable, sensible understanding for the good of the country's business.

## *Expect Schedules to Be Increased*

As an outcome, it is expected that advertising schedules will soon be considerably increased. Reports trickling out of a closely guarded executive session at which this matter was discussed, indicated that many A.N.A. members are now holding their advertising activities pretty much to a thirty-day schedule as against the time when the Government's attitude toward advertising should be clarified.

But get this point:

Most of the members admitted that their tentative plans are in such good shape that they could get into nation-wide action within a week providing conditions warranted such a move.

All this was confirmed later in conversations with advertising managers of general magazines. Cancellations are fewer this year, these gentlemen said, but there is also less advanced planning. None was counting on anything much before press date. Plans for spring and



summer, they said, were too indefinite from the advertiser's viewpoint, to warrant any continued schedule other than from issue to issue. They confidently predicted though that as a result of the better feeling engendered by the convention, this condition is due rapidly to change for the better.

### ***Dr. Sirovich Imbues a Better Feeling***

Strangely enough, the much-dreaded Tugwell Bill was the means of helping produce the changed and more cheerful sentiment. Dr. William Sirovich, Representative from New York, did the changing. Up to the time he spoke on Wednesday morning (his remarks are quoted on page 6 of this issue) the Tugwell Bill was the chief topic of conversation in lobbies, hallways, and private suites—most of the conversation being tinged with gloom. But Dr. Sirovich set the members right; the Government was out to do justice to all and wanted help from the advertising experts who are supposed to know how things should be done.

Dr. Sirovich, if a rather entertaining sidelight may be injected here, was glad to accept an impromptu invitation to appear before the convention when he heard that a certain Dr. Copeland was to precede him on the program. Who could this be other than Dr. Royal S. Copeland, Senator from New York, who introduced the Tugwell Bill into the Senate? He would naturally say something about the measure and then Dr. Sirovich could appear on the platform and go right along with him in whatever presentation he might make.

What was Dr. Sirovich's discomfiture, however, to reach the meeting place only to find that it was Dr. Melvin H. Copeland who was speaking—the gentleman from the Harvard Graduate School of Business Administration who is a Ph.D and not an M.D. And, grievous to relate, he was giving the Administration a royal panning as will be seen from his remarks printed elsewhere in this issue.

Dr. Sirovich was so much stirred

up over this episode that when the time came for him to speak he almost forgot about the Tugwell Bill and launched into a vigorous defense of President Roosevelt and all his works. A certain cynical publisher remarked that Dr. Sirovich seemed to think he was speaking to a political meeting or in the House of Representatives whereas Dr. Copeland apparently forgot that he was not speaking to Harvard. Which, to call to mind a Kansas expression, seemed to be a horse and a horse.

Anyway, all pleasantries aside, Dr. Sirovich's speech—the latter part of it, that is—changed the whole thought of the convention about the Tugwell Bill. Confidence in a square deal, even from the zealous gentlemen in the Food and Drug Administration, was widespread.

As a result, the promised or threatened dynamite over the Tugwell Bill was not set off. The convention did not even adopt a resolution. But although no resolution or official statement was made, it is permissible to say that the Association, while in hearty accord with the intent of the proposed legislation, is not in sympathy with the bill in its present form. The members will of course co-operate with the other advertising interests in helping the House and Senate committees rebuild it so as to make it just and workable and thus insure the realization of what it is setting out to perform—something that is impossible under the present set-up.

### ***Says Advertising Can Help Recovery***

Jesse H. Jones, chairman of the Reconstruction Finance Corporation, was another star performer from the Government camp who spread much of confidence and good cheer.

"Naturally, I believe in honest advertising," he said in his address; "nobody can do more for recovery than the advertising profession. It can be enthusiastic and still entertaining, and that helps build the morale of the consumer."

He went on to outline the various recovery measures which he

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**You may take the  
desk out of my office  
and leave Business Week  
in its stead”** writes the  
president of a Western  
utility. To which 87,000  
other *Alert* executives,

**equally anx-  
ious to keep  
abreast of  
what's new,  
answer**

**“Amen”**

said looked so promising for advertising, when somebody on the floor piped up with this question:

"What are we going to do for money for all these recovery measures?"

This was a leading question which Mr. Jones, a well-known sound money advocate, seemingly hesitated to answer.

Then he blurted out:

"Well, in any event, we won't use printing presses!"

His remark takes on added significance when it is realized that he knew at the time, which the people in the convention did not know, that Secretary Woodin was relieved, that Dean Acheson, proponent of sound money, had resigned, and that Morgenthau admitted inflationist, was to be Acting Secretary of the Treasury.

Mr. Jones made a profound impression upon his hearers which is bound to be reflected in more confident use of advertising.

George N. Peek, administrator of the Agricultural Adjustment Administration, was another Government official to create confidence among the members and their guests. He was subjected to a barrage of questions from the floor and answered them frankly, inasmuch as it was understood in advance that his remarks were strictly off the record, not even a stenotype report being made of them.

What he said would be interesting reading here but it cannot be reported for obvious reasons.

PRINTERS' INK, however, is going to take the liberty of saying that Mr. Peek strongly denied having made a statement commonly attributed to him to the general effect that advertising was an economic waste. He felt that advertising had a definite part in the promotion of selling.

#### **General Johnson Unable to Appear**

General Johnson, head of the NRA, was scheduled for a speech which he couldn't make. He was just finishing up a speaking tour during the opening days of the convention and cut it short, rushing back to Washington so as to

be able to appear before the convention at two o'clock Wednesday afternoon. But President Roosevelt heard that the General was in town and summoned him to lunch at the White House—an invitation that could not be turned down even for the A.N.A. They had so much to talk about that the General could not get away until late in the afternoon.

The thought then was that he might speak at the Association's annual dinner, scheduled for that night. He said he would if he could and the chances were fairly favorable inasmuch as he lives at the Wardman Park Hotel where the convention was held. Just as the dinner was starting, however, he was summoned to his office to take care of something that could not be ignored and so out he went.

The General looked tired and was tired.

\* \* \*

It was expected that there would be plenty of fireworks about the proposed agency code. The A.N.A., as is well known, does not agree with the American Association of Advertising Agencies in its suggested code which will come up for hearing in Washington on December 6. But the fireworks were deferred.

Albert E. Haase, consultant to the A.N.A., reported on the NRA codes affecting advertisers. This of course was in closed session. He brought out that the A.N.A. had been represented at the hearings of all the codes including engravers, periodical publishers, metropolitan newspaper publishers, radio broadcasters, advertising display installations, outdoor advertising, typographers, commercial artists and advertising agencies.

Mr. Haase emphasized the fact that the men handling the codes in the NRA are sensible and reasonable and that under the NRA no industry could regulate any industry other than itself.

He read the conclusions of a brief drawn up by him on the advertising agency code. He explained the points in which the advertisers as consumers of advertising were most interested and

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why they felt forced to object to certain provisions. He spoke of the revised agency code and emphasized the fact that the A.N.A. did not believe in trying a case in the public prints nor did it have any desire to interfere in the agency code publicity if the agents through conference and agreement eliminated the passages objectionable to advertisers.

The agency study presented by Lee H. Bristol, retiring chairman of the board was guarded with the utmost secrecy. It had been anticipated, although not publicly expressed, that certain financial sponsors of the Young report would be present. Five of these, Messrs. Sloan, Chrysler, Williams, Deupree and Chester, were supposed to have decided at the last minute not to appear so as not to embarrass the Association.

Mr. Bristol's report, while not complete, stressed the fact that the advertising agency question was being approached in a wholly dispassionate and unprejudiced way, that it was the Association's desire not to attempt to destroy any business but merely to make such a thorough study of the whole question that both agencies and advertisers should know exactly where the thing stands.

PRINTERS' INK understands that before the study is printed it will

be submitted for criticism to agencies, publishers and broadcasters.

Stuart Peabody, retiring president, in making his annual report, suggested that the Association hold more zone meetings in addition to the semi-annual and annual meetings. With all the legislative matters coming up he thus prepares a way for the new president, Allyn B. McIntire, to call such meetings at his discretion. Undoubtedly they will be held in the near future to consider matters relating to the Tugwell Bill and the advertising agency code.

Paul B. West, in his annual report as managing director, said that the financial condition of the organization is good, that the calls for detailed reports on various new subjects have increased and that the Association's legislative bulletin has proved welcome to the members.

Bernard Lichtenberg, of Alexander Hamilton Institute, reported on the legislation affecting advertisers—an off-the-record proposition which therefore cannot be reported here.

The Columbia Broadcasting System furnished the entertainment for the annual dinner, and it was remarkably good.

The names of the Association's newly elected officers were given in last week's PRINTERS' INK.



### Highway Catalogs Merged

*Powers' Highway Catalog and Directory* has been merged with *Road and Street Catalog and Data Book*, published by the Gillette Publishing Company, Chicago, under the name of *Powers' Road and Street Catalog and Data Book*. Mrs. F. L. Powers joins Gillette as publishing director of the combined books.

### Chek-Chart Advances Pile

J. Howard Pile, editor of "Chek-Chart," has been elected vice-president of The Chek-Chart Corporation, Chicago. E. A. Petryl, who recently joined the company as general manager, has been elected secretary and treasurer. Raymond Shaw continues as president.

### Heads Charles Eneu Johnson

Lindsay C. Herkness has been elected president of Charles Eneu Johnson & Company, Philadelphia, printing inks, succeeding the late J. Smylie Herkness. Charles K. Rockwell has been elected vice-president.

### Made Plaskon Representative

Ethel May Pierce has been appointed Chicago representative of the Toledo Synthetic Products, Inc., manufacturer of Plaskon. Miss Pierce was formerly with Roche, Williams & Cunningham, Inc., Chicago agency, and before that Western representative of *The Woman's Journal*.

### Feldon Joins "Liberty"

O. A. Feldon has joined the Eastern advertising department of *Liberty*, New York. He was formerly advertising manager of the Witchell-Sheill Company, Detroit, and Eastern district manager, transportation unit, McGraw-Hill Publishing Company.

### Childs Restaurants Account to Peck Agency

The Childs Company, New York, has appointed the Peck Advertising Agency, Inc., New York, as advertising agency for its nation-wide chain of restaurants.

●

**\$53,674,563**

**CASH MONEY  
GOES TO DETROIT  
BANK DEPOSITORS**

***Just In Time For  
The Christmas Holidays***

●

## **\$228,331,315 In Cash Has Been Paid To Detroit Bank Depositors During The Last 9 Months**

In addition to increased automobile production there is another potent reason why America's fourth market is a good one in 1933. From the standpoint of money in circulation, the closing of Detroit's banks has had the reverse of expected results, for to date more cash has been liquidated from Detroit banks in 9 months than would ordinarily been drawn by depositors in years. A total of \$228,331,315 has been paid out. At the present moment \$53,674,563 is being paid just in time for Christmas shopping. The Detroit News points this out for the benefit of advertisers who are seeking an especially responsive Christmas market. A campaign for Christmas business in the home newspaper will reach 71% of the purchasing power homes. It will be worth your while to consider this.

***Get Your Share of This Stimulated  
Christmas Business In Detroit***



## **The Detroit News**

THE HOME NEWSPAPER

New York  
I. A. KLEIN, INC.

Chicago  
J. E. LUTZ

*Member Major Markets and Metropolitan Sunday Papers*

# Art Technique for Tiny Illustrations

How Best to Handle Miniature Pictures in Small-Space Campaigns

By H. M. Andrews

**A**PERENNIAL problem is that of locating an art technique for small pictures.

No greater mistake can be made than to proceed with them without careful consideration of the limi-



*Stage Coach Inn, Locust Valley, L. I.*

tations of technique and medium.

It is a common practice to use the same illustrations for larger displays and single-column space, by the simple expedient of reducing the original to fit the more limited quarters.

Not once in a hundred instances can this be done successfully. Small-space illustrations should be specifically designed for this one purpose.

Look through an ordinary reducing glass and you may suppose that a wash drawing or a photograph, twelve inches wide, could be reduced to two inches in width and show up quite clearly. The glass, however, deceives you. It may be possible to take a dominant portion of such a picture, eliminating and deleting non-essentials, but the drawing made for a magazine page, in large space, simply will not reduce successfully for the single-column display.

Nor is it safe to depend upon such visual proof as a Photostat or photograph may provide, drawn down to size. It is the printing problem and the final appearance of the illustration that counts. Reduction and the screen play some peculiar tricks when an illustration is no larger than one-and-a-half or two inches wide.

Another point must be taken into consideration: It is quite likely that the picture may not extend the full width of the column. Small advertisements demand liberal white space on at least two sides. This can only mean that some single-column illustrations are either one-inch wide or a little over and that the hazards are increased proportionately.

In general, line plates are preferable; a pen-and-ink technique is by far the safest medium. If halftones are used their subject matter should be simplicity itself—as, say, a single head or one object, with background eliminated entirely.

Other techniques—crayon, pencil, dry brush, or surfaced-paper mediums—are almost equally unreliable, if reproduced either in line or by the highlight or drop-out processes.



*Adco*

There is a crisply clean outline technique, relieved by occasional solid blacks, which yields good prints under all circumstances. Also the poster style, wherever mass of black is guarded by an equal area of white space, very generally lives up to



*Amtorg Trading Corp.*





Rogers Peet Co.

what is expected of tiny illustrations.

That about sums up the story of little pictures. The subject need not necessarily be kept simple but the art handling must be, always. It is not necessarily a question of how much you put into the space, but rather how cleverly the artist takes the limitations into consideration.

That is a good point to keep in mind. A halftone from a photograph of a room interior might show up abominably in single-column space, but the same subject in pen and ink, with proper contrasts, will adequately convey the impression desired.

A skyscraper in its entirety can be wedged into a space one inch wide by the same depth, provided these rules of absolute simplicity of technique are kept in mind.

It bears repeating that the greatest mistake of all is to make small-space illustrations very large in their first, original form. Twice-up is an excellent rule.

If a campaign has run or is to run in large size, and the same illustrations are to be featured in a single-column series, then silverprints can be made from the originals, not more than from four to six inches in width—four inches is the more sensible size.

Then the artist will work with pen and waterproof ink over the excellent copy, interpreting a complex theme in the fewest possible number of lines.

When these silverprints are bleached out, a reassuring safeguard is to mount them and have Photostats or photographic prints made, the size they will appear. The artist is then likely to discover that additional detail should be deleted before the plates are made.

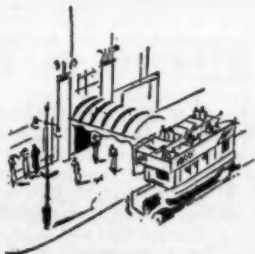
The thoroughly successful small-space drawing is the equivalent of anything seen in sharp sunlight. That is, there are no intermediate tones of any kind. The picture is all sunshine or all shadow. Middle tones are omitted entirely. The very moment the pen begins to attempt shading, and fussy detail, and intricately patterned effects, that same moment the original design loses printability from the standpoint of the small-space series.

Rarely does it occur that a one-inch original drawing does not require last-minute simplifying and revision before the engraving is ordered, as the only possible way to be sure of printing quality, is to have the reduced photo prints made. The story is then told at a glance, with the artwork congesting, the smaller it grows.

If halftones are considered absolutely essential, then reduced prints should be made of the subject, and an experienced retoucher should go over them, eliminating many of the intermediate tones, painting in vivid highlights in white and even intensifying the blacks.



Half Moon Hotel



Macy's

# Recovery Will Come Only with Increased Consumption

British Economist Fears a Greater Depression Unless the World Economic Conference Is Called Again to Find True Remedies

By Sir George Paish

IT is interesting to read the opinions of a British economist on America's attempt at recovery. Sir George Paish, in an article in *Barron's*, reprinted here by special permission, approves of President Roosevelt's emergency actions. But he is doubtful of the future success of our economic program, unless there is more agreement on the true remedies. Sir George is particularly fearful of the possible consequences of depreciated currencies.

WERE the trade improvement of the last few months due to natural causes, and the result of restoration of confidence, one might expect it to continue, for it has been almost universal and of considerable dimensions. Certainly there is less ground for pessimism than a year ago, in consequence of the change of attitude of the statesmen of all countries toward the problems with which they have to deal. In 1932 most of them were still under the impression that the present crisis was nothing more than an abnormally heavy trade depression, that, in time, it would pass away as other depressions passed; and that there was no need for special action on their part. In 1933 this attitude has given place to one of effort.

They realize now that the trouble is not what may be termed a "normal" trade depression, or even an "abnormal" trade depression, but that it is a crisis which demands definite action and the application of definite remedies, if it is to be overcome.

The contrast between Mr. Hoover's fatalism and Mr. Roosevelt's energy is probably the most striking example of the change that has taken place. One has to realize, of course, that Mr. Roosevelt, on assuming office, was confronted with a situation that *had* to be dealt with. No postponement was possible. The American nation was

threatened with complete bankruptcy—Governmental, corporate, and individual. Immediate action was necessary to avert such a catastrophe, and since the beginning of March the President of the United States has labored night and day to find a solution to the difficulties with which the American people were and are surrounded.

Again, the very fact that the World Economic Conference met in London is further evidence of the change of attitude toward the situation and indicates that the statesmen of practically every country had at last begun to realize the dangers arising from a policy of drift and the necessity for action. It is true that the London Conference did not have the results hoped for. Nevertheless, the facts that were placed before the statesmen gave them a much clearer idea than they had before of the nature of the problems, as well as of the remedies, and it may be said that the Conference has advanced matters a step, at any rate, by helping to inform the statesmen in greater measure as to what the fundamental difficulties really are, and by causing them at least to consider the remedies that must be applied to overcome them.

All this is to the good, and it is not surprising, having regard to the calling of the World Economic Conference, and to the advent to power of Mr. Roosevelt, that many

# TO THE HOMES OF BALTIMORE by CARRIER . . .



SO efficient, so thorough is Sun-paper Carrier Service that in hundreds and hundreds of blocks throughout Baltimore and suburbs, Sunpapers are delivered to every occupied house.

Here are shown but five of many "solid blocks" on the route of Paul H. Zeifle, who has been delivering Sunpapers continuously since 1921.

Such coverage of Baltimore homes re-emphasizes what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening, Sunday.



## THE SUNPAPERS in OCTOBER DAILY (M & E) 270,743

**THE  
MORNING**



**EVENING**

**SUN  
SUNDAY**

New York: John B. Woodward, Inc.

Detroit: Jos. R. Scolaro

Atlanta: Garner & Grant

Chicago: Guy S. Osborn, Inc.

St. Louis: C. A. Cour

people in all parts of the world should have come to the conclusion that conditions were likely to improve and were disposed to buy commodities in anticipation of such improvement. The fear of currency depreciation in the United States, and of possible inflation was, of course, another factor which inspired many persons in America to increase their stocks of commodities on account of the local rise in prices which such a policy would undoubtedly cause.

But when one has acknowledged the changed attitude of statesmen to the problems, and their increased desire to find the true remedy one is compelled to admit that the statesmen have not yet fully appreciated the extent of the difficulties and their deep-seated nature, and that they are not yet prepared either to devise or to apply the real remedies which the situation demands.

In making this statement, however, one has to note that sporadically, the statesmen give utterance to statements which reveal a much deeper insight into the difficulties than their actions imply. Thus Henry A. Wallace, the Secretary of Agriculture, in speaking recently in Chicago, warned the American people that the improvement which has occurred in the situation in the present year could not last if America did not adjust its outlook to the fact that it was today a great creditor nation, and pointed out for them that a creditor nation which "insists on selling abroad more than it imports and demands payment of foreign debts to the last dollar, while at the same time it shrieks for high tariffs, is due for a terrific disillusionment."

#### **Recommendations Themselves Are Not Action**

Of course, if America were to bring its outlook into line with Mr. Wallace's and were to begin to apply the true remedies which the situation demands, there would be a real break in the clouds. But in surveying a situation at any given moment, it is essential to consider the action that is being taken, and not merely the recommendations to

action. A vessel in distress cannot be saved until wise counsels are not only given but also acted upon. And when one surveys the field of action one is compelled to realize that the action of America in depreciating the dollar, while bringing temporary relief to the American farmer and to other American debtors, is definitely rendering the world situation worse and not better.

#### **Merely Extending the Economic War**

It is carrying the economic war, which is so largely responsible for the present disastrous situation, to still greater lengths. Moreover, it is obvious that unless an agreement is soon reached and the true remedies applied, other nations are likely to follow the example of Great Britain, the United States, and Japan, and will also depreciate their currencies. And a universal war of the exchanges, combined with a war of tariffs, must inevitably reduce world trade almost to the vanishing point and the nations to unprecedented distress.

It is quite true that, at the World Conference, the statesmen of all nations admitted the injurious nature and futility of the present economic war which is being carried on by means of tariffs, quotas, exchange controls, and currency depreciation, but few of them were prepared to enter into any comprehensive agreement either for an armistice or for peace. And it is obvious that until this economic war is definitely replaced by economic co-operation the situation must grow steadily worse in spite of any temporary signs of recovery.

As matters now stand, the present recovery is likely to be short-lived and followed by a still greater depression unless the statesmen can be induced to give signs of a real understanding of the difficulties, and a real preparedness to apply sound and not unsound remedies.

The recent World Economic Conference came to an end partly because of President Roosevelt's unwillingness to stabilize the dollar, but also partly because trade was showing signs of improvement and

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many of the statesmen hoped that the situation would right itself without necessitating any radical change of policy especially in the direction of reducing the present barriers to trade to the maintenance of which most of them have committed their fortunes.

But if the world is not to be subjected to the risk of a depression far greater than it has so far experienced, the World Economic Conference must be called together again to decide upon, and to apply the true remedies. The hopes of the world have been raised by the signs of greater understanding on the part of the statesmen. It will be well to prevent these raised hopes

giving way to a renewed despair.

In the meantime, it is most desirable that the thoughts of the statesmen should be concentrated upon the question of expanding consumption, not only locally but universally. The question that really needs to be answered is how can consumption be restored and permanently increased rather than how can the things produced be sold at higher prices.

Indeed, the situation can be corrected only by a vast increase in consumption and a recovery in prices in consequence of this expansion; certainly not by curtailment of production and efforts to force prices higher artificially.

## A Compliment for the Schoolmaster

GENERAL MILLS, INC.

MINNEAPOLIS

Editor of PRINTERS' INK:

While we have not made it a general practice to comment on either favorable or unfavorable publicity respecting our company and our efforts, I cannot refrain from writing to you and complimenting the Schoolmaster on his statement respecting our recent issue and distribution of "The First Five Years" as it appears on page 100 of the issue of PRINTERS' INK of November 9, 1933.

The present occasion for writing is premised solely upon the fact that his statements contained every major specification which was set up in advance of the preparation and distribution of the booklet.

We hoped that the same conclusions at which the Schoolmaster himself arrived, would be in general the conclusions of all of those interested in our company, to whom this pamphlet was distributed.

D. D. DAVIS,  
Vice-President,  
Managing Director.

### Jay E. Mason with Provident Loan

Jay E. Mason, publishing director of *Business Week*, New York, has resigned to join the Provident Loan Society in an executive capacity. Dwight Mills, who has been advertising manager, will take over Mr. Mason's duties.

### Duplicate Account for B. B. D. & O.

The Pittsburgh Plate Glass Company has retained Batten, Barton, Durstine & Osborn to conduct a national advertising campaign featuring Duplicate Safety Plate Glass.

### With Waco "Times-Herald"

Powell Gibson, for several years in advertising agency work in Dallas, Tex., is now with the Waco, Tex., *Times-Herald*.

### Allen N. Drake Dead

Allen N. Drake, who had been with the Wylie B. Jones Advertising Agency for the last fifteen years, died at Bronxville, N. Y., this week at the age of fifty-four. Mr. Drake was manager of the New York office and formerly was manager of the Buffalo office of the Jones agency.

### Acme Lead Advances Reiss

A. J. Reiss, advertising manager of the Acme White Lead & Color Works, Detroit, has been advanced to the position of general trade sales manager. Frank J. Schulte has been promoted to general advertising manager.

### Conover-Mast Appointment

Hartley W. Barclay has been appointed editorial director of the Conover-Mast Publications, New York.

BECAUSE YOU MET THEM  
*they have both become pa*

## MR. TUTT

. . . Mr. Ephraim Tutt, shrewd, likable old lawyer, indefatigable in the pursuit of justice—for the under dog. You know his stovepipe hat and his stogie, his keen mind, his way of invoking every legal quirk, and last but not least, his skill as a fisherman.

The public can never get enough of his commonsense law.

Like other characters born in the Post, he is more real to millions than many of the people they meet and talk to day by day.



# THE SATURDAY

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# LET THEM IN THE POST

*me part of American Life*



*Who in America doesn't know what Fisher Body stands for?*

THE FOLLOWING STATEMENT has been authorized by The Fisher Body Corporation, a division of General Motors:

"Fisher Body advertising first appeared in the Post. It continues to appear there, for

the Post has been our basic medium.

"We have recognized and used the Post's unique ability to weave its editorial characters and its advertised products into the fabric of American life."

THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

## EVENING POST

INSTITUTION"



Y  
CAN





**... must be in perfect condition**

**T**HIS message is addressed to buyers of tomatoes—and buyers of advertising space.

If you were buyer for H. J. Heinz Co., would you contract for a million pounds of tomatoes without asking their condition? Not if you make the kind of ketchup Heinz makes. Not unless you want to throw both tomatoes and money away. Heinz has to have tomatoes grown from prize-winning tomato seeds, and make them into ketchup the day they are picked.

Well then, why is it that buyers of advertising often spend money to buy readers for their advertising—readers by the hundred thousand, and by the million—without asking whether the reader is in prime condition?

The answer is that shrewd advertisers *don't* buy that way. They

want *quantity* of readers, yes. But not without *quality*. Three thousand, or even three million readers that can't afford or don't want what you have for sale are of no use to you.

That explains why the New York Herald Tribune is carrying advertising for some of the most difficult - to - please advertisers in the world.

How does the Herald Tribune get that way? By dedicating its contents to that restless, progressive, well-to-do element in the Metropolitan Area, who haven't stopped wanting things, and who haven't lost the ability to pay for them... 321,283 families to be exact, 427,232 on Sundays. As for their responsiveness to advertising, we have some valuable statistics for those who wish to see.

NEW YORK  
**Herald**  **Tribune**

# Banker Sees Continuing Need of Advertising

But While He Holds the Purse Strings, He Insists on the Right of Scrutinizing It Closely

"THAT advertising is an indispensable factor in the profitable operation of many businesses is recognized by the banker." A statement such as this from a banker a few years ago would have been considered almost revolutionary. Today, however, when good-will, built by advertising, speaks for itself in market values, really progressive financial men recognize the necessity for encouraging good advertising. The reactionaries, who see advertising only as an expense, were discussed in *PRINTERS' INK* of November 9, in "The Banker *Au Naturel*." The following article, however, expresses the views of the progressive banker.

By Eugene W. Stetson

Vice-President, Guaranty Trust Company of New York  
(In an Interview with J. G. Donley)

THE idea that bankers have a special and unreasoning opposition to advertising appropriations seems to have gained an apparent acceptance that is entirely at variance with the facts.

The banker, as a student of financial affairs, has a full appreciation of the fundamental place of advertising in business. If he should not approve of a given advertising appropriation and plan it would be on the basis of his sincere judgment as to the business wisdom of the proposition, and not because of any lack of appreciation of the value of advertising itself. Differences of opinion on this point frequently arise among the non-banker members of a directorate. I sit on many boards and I don't believe bankers put the advertising budget to a severer test than any other appropriation.

That advertising is an indispensable factor in the profitable operation of many businesses is recognized by the banker. Furthermore, the banker is not unmindful of the possibilities of advertising in lines that have not heretofore used it—particularly certain of the heavier industries.

Established advertising good-will speaks for itself in quoted market

values. There is self-evident proof in the security markets of the bankable value of good-will; for the amount any bank will lend on a security is based on its market value. And that market value is based on earning power, irrespective of whether the corporation's balance sheet shows good-will as a dollar or more than a dollar. The worth of a number of large corporations in America today rests largely upon advertising good-will.

The fact that many companies whose products are widely advertised have continued to earn a profit through years of severe depression is a tribute to advertising as well as to the manufacturing and merchandising set-ups of such companies. From the banker's viewpoint, the crucial test of the last few years has been a revelation of the tenacious hold which advertised products have gained upon consumer preference and have maintained almost undiminished, in bad times as in good, because of the fact that their quality has been kept constantly before the public. Other considerations, of course, enter into the molding of this preference. Most branded goods are sold in small packages that appeal to a public accustomed to "cash-

"Gentlemen . . . I, too, like the



Talk to the **MONIED MILLION**

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like the magazines you suggest

but let's not spend money on opinion

... let's use the **FACTS!**"

"Certain magazines appeal to me, but I'm not trying to sell myself. When I spend cold hard cash for advertising I want to *know* that I'm reaching a lot of people with money to spend—and that I'm doing it economically. Fortunately, the facts are available. Let's use them."

WE have long suspected that THE LITERARY DIGEST is the best advertising buy available to advertisers today. Now we know it. If you seek advertising facts\* on which to base your 1934 expenditures, buy and read Dr. Daniel Starch's report on media effectiveness.

The 1,000,000 reader-families of THE LITERARY DIGEST have money to spend now. 205,000 of them have annual incomes of \$5000 or better. 567,000 of them have annual incomes of \$3000 or better. No other magazine of comparable circulation approaches these figures!

Digest readers are the kind of people who exert telling influence on the buying of others: 27.9% of the 1,222,303 men who read the Digest—and 10% of the 1,084,951 women—are engaged in the professions; 26% of the men, and 3.4% of the women, are executives and proprietors—a resounding chorus of 804,204 voices to have singing the praises of

your product—a total of influential readers exceeding the combined total circulations of *Time*, *Fortune*, *Business Week*, and *News-Week*.

And you can reach this tremendous market, this powerful "monied million," economically—for the Digest has a very low cost per page per 1000 readers per \$1000 income.

If you need assurance that your advertising will be seen and read, the Digest has a very low cost for visibility per 1000 readers per \$1000 income, and a low cost for advertising "read most" per 1000 persons per \$1000 income.

And if you need assurance that Digest readers respond to advertising please write us for reports of the result surveys conducted in conjunction with four advertisers this year. THE LITERARY DIGEST, 354 Fourth Avenue, New York.

\*The figures in this advertisement—accurate, reliable, unbiased—are based on personal interviews with the readers of 60,000 magazines over a twelve months' period in a survey conducted by Dr. Daniel Starch.

### What \$1.00 Buys

Number of page advertisements delivered for every dollar spent

in <i>The Literary Digest</i>	Pages 420
in the <i>Saturday Evening Post</i> *	380
in <i>Cosmopolitan</i> **	370
in <i>Time</i> **	270

\* Larger page than Digest's

\*\* Smaller page than Digest's

ON for 1/3c a piece in The Literary Digest

and-carry" pick-up items of that convenient size. The need for and the ability to buy them persists even in the midst of difficulties. The old-line basic industries, on the other hand, suffer from restricted demand until a large buying movement develops.

Bankers are particularly partial to the protection of diversification. The market for packaged goods is large and varied, covering the country in many cases and tapping all income groups. And this market is protected by advertising. The banker cannot help but be impressed by this. Due to the nature of bank loans, he has long been accustomed to concern himself with the maintenance of productive facilities, making sure of the ability to continue producing efficiently. But in this record of relative market stability and of the maintenance of distribution under difficulties by a large group of national advertisers, there is food for thought. And I believe that bankers, looking at this record and thinking it out, are becoming more liberal-minded in their attitude toward advertising. They have had a practical demonstration of the value of maintaining efficiency in selling as well as in production.

Of course, more than this is involved in the profit record of manufacturers of packaged goods. The turnover of capital, for instance, on all advertised packaged goods is many times faster than the turnover in basic industries, or for that matter, in most unadvertised goods of whatever nature. Moreover, costs of manufacture are more amenable to control, for one reason because the labor cost per dollar of product is relatively smaller. In other words, the manufacturing risk is less.

#### ***Sales Begin the Cycle of Action***

That statement is merely another way of saying that profits are more dependent on selling efficiency than manufacturing efficiency. Sales are the beginning of the cycle of action, rather than the end. It is no trick to produce as much as may be sold; but, as the basic industries have

found, it is something of a trick to sell as much as may be produced with expensively maintained facilities. It should be said in all fairness that there is a healthy trend toward some measure of sales-mindedness in our basic industries—as witnessed in research for new markets and uses for copper, in the development of brand names for special alloy steels and so on.

#### ***A Need for Advertising***

In the field we are considering, there is a continuing need for advertising for the protection and extension of markets. By advertising I mean all forms of advertising and sales promotion—paid space of all kinds, direct mail, house magazines, contacts with merchants and consumers, point-of-sale advertising, window displays and what-not. I believe that a striking illustration of this continuing need could be given if figures were available showing comparisons of the total appropriations for advertising before and after some of the consolidations of recent years. Where several companies with several brands have been brought together in one large consolidated company, it might seem likely that under the corporation of dominant size the advertising bill could be pared without loss of prestige to any single brand. But it is my belief that the total appropriation today compares approximately with the aggregate sum expended on the several brands before consolidation—say, in 1923 or 1924.

On these fundamentals of good product and good management, plus creation of a public consciousness of both, I can think right along with advertising men—but I think as a banker.

With an earnest endeavor to be something of a balance wheel, the banker has to take a different attitude toward fundamental business trends from that of the advertising official who is advising the board on advertising. The banker's "show me" attitude is justified—not in the role of one who criticizes unduly, but as a constructive force. Open discussion often brings out

the basis for agreement on policy.

If the banker does hold the purse strings, it is his obligation to give close scrutiny to advertising. It is the advertising man's job to state his plan—where he is going, where he is to start and what he is to do in between, with plenty of convincing reasons for everything.

My own impression has been that the advertising man sometimes fails to impress the board of directors with his plan because he is too much inclined to scatter his shot, instead of following through with a definite idea. I believe he would get further with the Board if he would follow through more consistently.

I fully realize that the advertising man must keep abreast of changes in public tastes and preferences, that he must be alert to the need for capitalizing developments of news value, and that he must constantly be searching for new, effective appeals. Nevertheless, I feel that the fundamental requirement of keeping the quality of the product constantly before the public should be kept firmly in mind at all times.

The trend of advertising, I believe, is constantly toward higher standards. More thought is being given to bringing out more truth in advertising. I remember how, as a boy, I was impressed by Ivory

soap's well-considered statement of 99.44 per cent purity. Probably the first thought I ever gave to advertising was that, if Ivory had laid claim to 100 per cent it wouldn't have been true.

Many years ago in the small town where I lived, I knew a storekeeper. No, he was more than that; he was a real merchant. He was ahead of his time, for he advertised "One Price to Everybody." Everything in his store was marked with the price. If a customer asked for the price, this merchant wouldn't tell him. He would find the tag on the tie or hat or suit of clothes, and show it to the customer. "There it is—one price to everybody," he'd say.

That merchant weathered the severe depression we have recently gone through, for the same reason that advertisers of quality packaged goods have weathered it. He is still a small-town merchant, but he is successful because he keeps the quality of his products and the high principles of his merchandising policies before his public. You get what you pay for, when you want it, at the price you want to pay—and you can always depend on him.

Back of his store stands this merchant's character. In the same relation to the corporation stands its "advertising good-will."

### Advanced by Colgate-Palmolive-Peet

Roy Peet has been appointed assistant general advertising manager of the Colgate-Palmolive-Peet Company, Chicago. Mr. Peet was formerly with the old Peet Brothers Company as a member of the advertising department and since the time of the Colgate-Palmolive-Peet merger has been with the advertising department of that organization.

### Boyd with Street & Finney

J. Clement Boyd, who has recently been in business for himself, has joined Street & Finney, New York agency, as an account executive. He was formerly with the Frank Presbrey Company and a vice-president of W. I. Tracy, Inc.

### Has Brewing Account

Advertising of the newly organized Fort Dearborn Brewing Company, Detroit, is being handled by MacManus, Inc., agency of that city.

### Grigsby-Grunow Appointments

George T. Bryant has been appointed assistant general sales manager of the Grigsby-Grunow Company, Chicago, according to John F. Ditzell, assistant vice-president and general sales manager. Mr. Bryant succeeds Harry Alter, resigned. Floyd Masters, identified with the organization for many years and for the last several months assistant to Mr. Ditzell, has been appointed to succeed Mr. Bryant as field sales manager.

### Starts Advertising Service

Bruce E. Armstrong, formerly with Lawson-Wills, Toronto, display card artists, has opened offices at 18 Toronto Street, that city, and will conduct a sales promotion and advertising service.

### Shine Joins Columbus "Citizen"

William J. Shine, for the last five years space buyer of the Geyer Company, Dayton, Ohio, agency, has joined the Columbus, Ohio, *Citizen*.

# Disappearing Copy

Invisible Ink Supplies Attention Hook for Frigidaire Christmas Mailing Piece

THE bounds of human curiosity (if any) and the accessibility of a basin of water are the only apparent limitations of attention value to which a Christmas mailing piece that Frigidaire prospects are to receive is subject. It is a pretty safe bet that this piece will come as close to attaining 100 per cent readership as is conceivably possible.

Here is the set-up.

The prospect receives an attractive pale green envelope, which bears only his name and address. No return address or other identification of its source. Opening it, he finds a sheet of green paper, personal stationery size. Across the top of this sheet are printed in red nine words; at the bottom are a man's signature and address, or telephone number. The intervening space, where a message might be expected, is completely blank.

## ***The Nine Words Give the Clue***

But there are irresistible implications in that nine-word headline. It says: "Dip this in water when your wife isn't around."

When the suggested immersion is executed the mystery is solved—invisible ink. There appears, in white against the green background, a sketch of Santa Claus whispering in a man's ear. Alongside is a Frigidaire decked out in Yuletide ribbon and a reproduction of the silver gift medallion which the company supplies on refrigerators bought as gifts. Under the heading—"Here's a Confidential Suggestion"—are these words:

"Surprise her with a Frigidaire for Christmas. It's the smartest present you can give her.

"We'll put a sterling silver gift medallion on it engraved as you wish.

"I'm coming around to talk this over with you. I'll tell you how you can give your wife a Frigidaire for Christmas for no more

than you might pay for some usual gift."

When the paper dries, the message disappears again and Frigidaire has taken advantage of that fact to get extra circulation for the message. A further paragraph at the bottom of the main copy says:

"Something mighty interesting to surprise friends!—When allowed to dry the secret message will disappear again.—It will reappear whenever this is dipped in water."

The piece was designed for two specific purposes. The first is as a mailing or handout to the man of the house at his place of business. The second is as a mailing to the home, with the idea that the wife's curiosity may prompt her to dip the latter in water even though it specifies distinctly that she should not be present when the dipping takes place. Or should one say *because* it specifies distinctly that she should not be present when the dipping takes place?

When the salesman uses the letters as mailing pieces, he signs his name in ordinary ink at the bottom of the page. He preserves the mystery element by simply listing telephone number or street address, rather than giving any information to emphasize that he is a Frigidaire salesman.

## ***Salesmen Enthusiastic Over the Mailing***

The piece has already been presented to the sales organization and, according to J. F. Pedder of the Frigidaire advertising department, it is doubtful if any one item has received such an enthusiastic reception during recent sales meetings. The company has already been obliged to place a reprint order for twice as many as it had originally requested, and there is every indication that it may be necessary to place another order before the Christmas campaign is ended.





## WHO'S BUYING ?     •     •

Individual bank debits for the month of September indicate that Louisville buyers are among the most active in the country. This city ranked fourth for the month among the cities of 300,000 or more and stands third in this group for the year, being one of the few metropolitan areas in the nation in which individual debits are greater than in 1932.

Greater Louisville and its market, Kentucky, offer decided opportunities to the alert advertiser. This important Middle Western trade area can be effectively reached and sold at a single low cost thru—

## The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc.

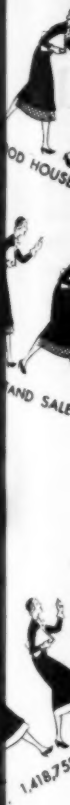
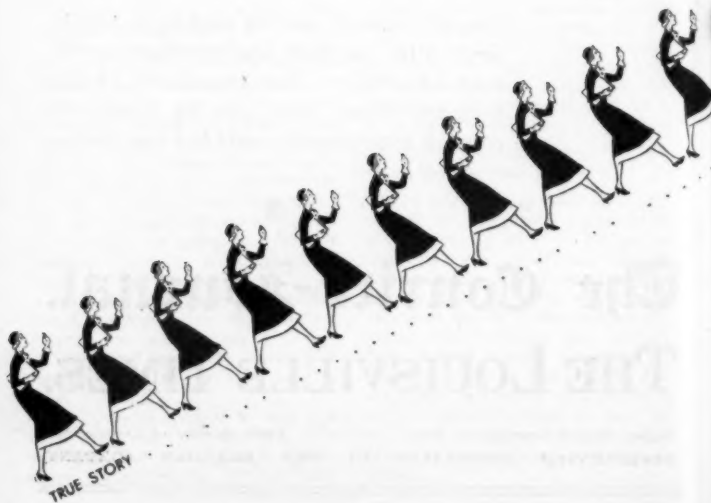
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Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



L H JOUR . . . . 464.012 NEWSSTANDS





## Think of Magazines as Merchandise

—as sheets of printed paper encased in a bright cover—sold in retail outlets—bought for immediate use.

Over the newsstands of America 533,519 more copies of True Story are sold per issue than the next nearest women's magazine and 1,145,558 more copies of True Story than the women's magazine last in newsstand sale. More newsstand sales for True Story at 15c than for other women's magazines at a dime.

Think of True Story on your 1934 schedule for 1934 volume depends on mass and here at True Story mass is checked issue after issue... checked for current reader interest, checked for current retail spending by the largest newsstand sale of any magazine in America.

*Newsstand sales from publishers' statements, June, 1933*



*Worcester, Massachusetts*

## 23% ARE IN SCHOOL

Of Worcester's total population of 195,311, 43,782 are students in the public and parochial schools of the city. Additional thousands are enrolled at Clark University, Holy Cross College, Assumption College, Worcester Polytechnic Institute, Worcester Academy, Bancroft School, Becker College, New England School of Accounting and other educational institutions for which Worcester is famous.

Worcester's high standards of living are nowhere better evidenced than in the fact that Worcester can afford to keep almost one-fourth of its total population in school.

Back of these standards of living are wages well above the high Massachusetts average, and per capita savings which not only top New England's high average but exceed by 400% the average for the United States.

In their public capacity as taxpayers Worcester citizens have invested more than \$13,600,000 in the public schools; this year they are spending on their public schools more than \$2,700,000. In their private capacity as parents they are equally ready to spend money for anything which will contribute to the health and happiness of their children.

**Population of Worcester 195,311; city and retail trading zone (ABC) 433,287.**

Of all families in Worcester and throughout the retail trading zone which every day receive in their homes a Worcester newspaper

**85% Read the Telegram or Gazette in Their Homes Regularly—Six Days Every Week**

## THE TELEGRAM-GAZETTE

*Worcester, Massachusetts*

**George F. Booth, Publisher**

**Paul Block and Associates, National Representatives**

**New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles**

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# Save the Pennies and the Budget Will Take Care of Itself

Some Practical Lessons to Be Learned at Necessity's School

By Harry Merrill Hitchcock

ONE of the oldest and best salesmanship stories tells of a man who used to carry a handful of pennies in his handkerchief pocket, and at a carefully chosen moment in his sales talk, pull out his handkerchief and "accidentally" scatter pennies all over the floor.

Nine times out of ten his prospective customer would jump to his feet and help the wily salesman collect the coins, and would search carefully under the desk and in the corners to be sure none of them had been overlooked.

That, of course, was just what the salesman wanted; he would launch immediately into a dramatic contrast between the care with which his prospect picked up every visible penny, and his indifference to all the invisible pennies that were falling through every crack in his plant floor, every day that he neglected to install the salesman's motors or floor trucks or heat regulators or whatever it might be.

In any number of advertising departments during the last few years the part played by the salesman in that story has been taken, and with grim emphasis, by Dame Necessity. Budgets pared to the bone—and sometimes to the point of mutilation—staffs reduced and salaries cut, have all helped to focus attention as never before upon the pennies that used to slip unnoticed down cracks in the advertising department's own organization; but that can't be so easily spared nowadays.

It's not very exciting work—penny-saving. It can hardly be called "creative." But one advertising manager of a company that stands high in its field has just had a handsome raise in salary; and was told that he had earned it, not by the brilliant advertising he had created, but by the faithful job he

has been doing in seeing to it that every dollar of his reduced appropriation counted.

Some of the chief points which this man, and others in similar positions, have learned to watch with special vigilance are set down below. No spectacular leaks develop when these points are neglected; no one of them alone would sink an otherwise tight and able business ship, even in such storms as those of '32 and '33. But not many of them can be left long unheeded without reducing the advertising appropriation to a dangerously waterlogged condition. The safest plan, then, is constantly to check them all.

## 1. Routine: Scheduling.

Under most NRA schedules even an office-boy's time costs the company pretty close to 50 cents an hour. If it *costs* that much, it is up to you to make it *worth* more. If even the office-boy has to spend an hour cooling his heels in idleness, waiting for an errand that should have been ready for him but wasn't, 50 cents of the company's money has been just as definitely wasted as if you had taken it out of the petty cash box and shoved it down a crack with your own hand. And when one of the more valuable and higher-paid workers in the department must twiddle his thumbs because his next job isn't ready for him, the waste is that much worse.

In times like these there simply has to be a definite production schedule covering every piece of work the advertising department has in hand; and that schedule must be lived up to. "Creativeness" that must wait for inspiration is out of date. Really inspired advertisements are few and far between, anyway; better take them in your stride. Besides, sometimes

you find that the inspiration didn't make half so many sales as some matter-of-fact, routine advertisement that merely went through on time; and it's the sales that pay your salary.

## 2. Checking Results.

I can't do better on this point than quote the advertising manager who has just earned a raise:

"I've made up my mind that there simply must be a return coupon, or at least definite bid for action of some kind on the part of the reader, in every advertisement we put out today; and that every single published ad or mailing-piece must be separately keyed so that we can check the results.

"Our advertising has an institutional selling job as well as a product-and-service selling job to do; there's no doubt of that. But I've come to the conclusion that while every advertisement must have a definite institutional flavor, it must also sell something specific, and sell it hard. Even if there were no other reason, how else can you check the results? And unless you constantly check the results, how can you hold down the biggest wastes of all—wastes in circulation, in wrong appeal, in misdirected offerings? Every advertisement is keyed so we can find out exactly what response it evoked."

## 3. Teamwork with the Sales Force.

Another strong reason for accurate schedules strictly lived up to is the vital need of complete co-ordination with the plans of the actual sales force. To the man going over the top there is no better backbone-stiffener than exact knowledge of when, and where, and how, the barrage is going to be laid down—unless it is having his faith justified by having it come down precisely as promised. No amount of care and pains is too much when it comes to keeping the sales force fully advised of what you are doing to clear out ahead of them and mop up behind them; and when you promise the sales force something, you've got to make good on it. That means routine.

## 4. The Mailing List.

Within the last five days I have received, in my personal mail, eleven different invitations to buy something. Not one of them was originally addressed to my home. All were forwarded from the offices of companies that formerly employed me.

Probably the reason in every case is the same; false economy. It was once somebody's job to check each of those mailing lists; but now either that somebody has been lopped off the payroll, or somebody else has been, and his (or her) work added to the responsibilities of the survivor, so that the dull, penny-saving job of daily checking of the mailing list has slid bodily down the crack—and who knows how many of the company's good dollars have slid with it?

It is a nearly perfect example of saving at the spigot and wasting at the bung. Far better, if you must, chuck your whole mailing list out of the window, return your entire direct-mail appropriation to the eager arms of the treasurer—and leave the field to those with more courage and stick-to-itiveness. At least you will then no longer be spending your good money to advertise your own slackness and carelessness.

There never was a time when so many changes were occurring in your markets, in the personnel and organizations of your actual and prospective customers; therefore there never was a time when mailing lists needed to be more carefully, thoroughly and constantly checked than today. It is a job that belongs right beside the job of keying every advertisement and carefully checking and recording the results. In fact the two jobs are closely related; for the keyed results of past mailings and published advertisements furnish the most vital information for your mailing list.

## 5. Clean Copy.

Many an overworked and harried advertising manager today sends copy and layouts to his printer that he would have been ashamed to have seen coming from

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his desk a few years ago. His excuse is that he must save time for essentials; let the printer and engraver struggle with the mess. But the queer thing is that this, too, is an essential; and that the greater the pressure for economy, the more it is worth while to take pains with even the little things that really count.

Now the point is, here, that when you save money for your printer, you really save money for yourself. Copy that has to be deciphered before it can be set; copy that is fruitful of *errata* (and *errata* mean moving that much more type-metal, which in my experience is rather more costly than fine gold) is no saving to anybody. It costs far less to have a clean, corrected copy typed beforehand, than to compel the typesetter to work from a Chinese puzzle; and then to make the inevitable corrections in proof—which, of course, means in type-metal.

I have heard and read of a great many suggestions as to the best way to keep printing costs down; but the only one that ever worked for me, and for most large buyers of printing with whom I have talked, is: Wholehearted co-operation with the printer.

#### 6. Minor Wastes.

There is no advertisement more thoroughly wasted than the one that merely annoys its recipient. It annoys people to have their names misspelled or to be addressed by the wrong title; it annoys large hairy-chested males whose misfortune it is to have a slightly ambiguous first name, to be addressed

#### Returns to Coast Farm Paper

F. A. Tutt has been appointed Southern manager of the *Pacific Rural Press*, with headquarters in Los Angeles, returning to this publication after ten years in the automobile business. He succeeds W. C. Tesche who has resigned from the *Pacific Rural Press* to become associated in an executive capacity with the California Walnut Growers Association.

#### To Represent "Picture Parade"

*Picture Parade*, New York, has appointed Samuel A. Gardner, publishers' representative, Boston, as its New England advertising representative.

"Dear Miss ——."

All these, of course, are additional arguments for great pains in checking, not only the mailing list, but the actual mailing. But it also annoys a great many people to receive what is apparently a personal letter, and then to discover that a total stranger is displaying a touching solicitude about their life insurance, or about their need for a new Oriental rug. And with a great many people, annoyance rises to the point of fury when they are asked to pay an extra cent of postage due on such tender missives. These new postal zones are tricky; be sure beforehand that you have 3-cent stamps on every piece of first-class mail that goes outside your own post office district.

Small stuff? I agree. But of such small stuff is created true economy and efficiency, in advertising as well as in every other branch of industry. It is down just such tiny cracks as these that slip, in time, enough of the profits from advertising to make, in some vital year like 1933, the difference between success and failure.

In the authorized biography of John D. Rockefeller it is told how he once spent several hours in his then new Bayonne refinery, figuring out a way to seal kerosene tins for export with thirty-six drops of solder, where they had been using thirty-seven. But eventually those few hours invested paid the Standard Oil Company a dividend, in the small matter of solder saved, of \$50,000 a year. That is a story for advertising men to think about in times like these.

#### Has Loan Service Account

The Los Angeles office of Erwin, Wasey & Company has been appointed to direct the advertising of Consumers Credit Company, Los Angeles, loan service, a subsidiary of the Pacific Finance Corporation. Advertising plans for 1934 for the California unit of Consumers Credit Company include the use of newspapers, posters, radio, car cards and direct mail.

#### Appoints Reiss

The Central Importing Company, Inc., New York, importer of liquor, has appointed Reiss Advertising, New York, as advertising counsel.



# FOOLED

## CONSTRUCTION CURVING

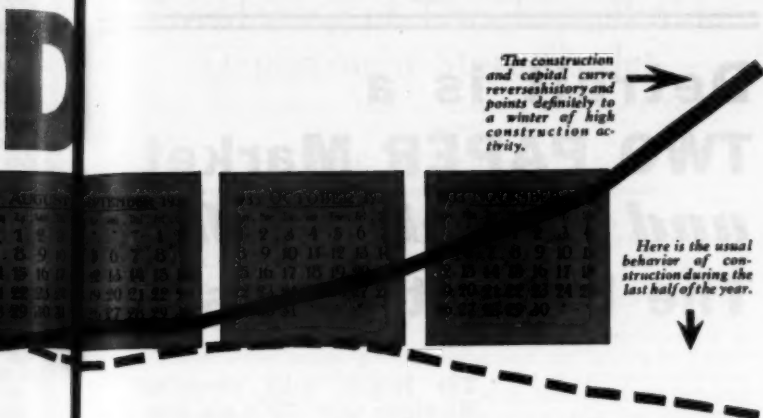
Even if not another cent of capital were released, enough has accumulated to assure a new winter peak in construction—in other words, a new market.

1933-34 holds every promise of being a milder winter in the construction industry. From an equipment standpoint, though, this new construction market will be only as big as the manufacturers choose to make it. Engineers and contractors feel they can take work this winter with old run-down equipment and make a profit under present conditions it is the fault of manufacturers who can convince them otherwise if they will try.

This is no time for silence on the part of any manufacturer whose product is better than it was in 1929 or even 1932. Lost winter orders will not be the only penalty for selling

**ENGINEERING NEWS-RECORD**

McGraw-Hill Publications



## CONSTRUCTION IGNORES THE CALENDAR

of being timid and hesitancy. Opportunities for increased employment in equipment plants—one of the main objectives of the PWA—will be missed. The Administration is on the job expecting it. Landing this winter market. Every equipment manufacturer can carry on with old good work—increase his business and thereby increase employment in his plant.

The manufacturer who sells by the calendar instead of by the market may lose out to those who see the facts and advertise now.

Selling time now is here. It is the time for aggressive effort in the construction market. Advertising in the December issues will give you a month's start on this potential business.

**CONSTRUCTION METHODS**, New York  
McGraw-Hill Publications

# Detroit is a TWO PAPER Market *and one MUST be* The Detroit Times



IN  
DETROIT  
THE  
TREND  
IS  
TO THE  
TIMES

The largest drug advertiser in Michigan says: "We are now convinced we cannot adequately cover the Detroit market without using The Detroit Times."

He ought to know . . . in 1932 he placed 17,003 lines in the Times and 117,436 lines in the other evening and Sunday newspaper!

During the first ten months of 1933 he placed 124,970 lines in the Times and 76,022 lines in the other evening and Sunday medium.

Many other important retailers' accounts have done likewise . . . accounting for the fact that The Detroit Times ALONE showed retail lineage GAINS in September and October in this market.

National advertisers and their agencies should be guided by this change . . . and definite TREND TO THE DETROIT TIMES.

# DETROIT TIMES

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

# Broadening of This Line Builds Department-Store Outlet

One-Product Company Adds an Ensemble Idea Which Opens  
New Markets

By R. A. Witherell

Treasurer and General Manager, C. F. Church Mfg. Company

FOR a number of years the C. F. Church Mfg. Company, maker of Church toilet seats, has been selling its product with unusual success through one retail outlet—and primarily as a building material.

It backed its merchandising with aggressive national advertising which built a consumer acceptance for the company's name and made Church Seats the only one for which there was a definite consumer demand.

In spite of depression conditions and greatly reduced building, this business rolled along but during the current year it became apparent that the company would be wise to seek additional volume if it was to get its rightful share of the replacement business which has become increasingly important to many manufacturers in recent years.

In order to make sure that its decision was correct, the company asked its advertising agency to make a thorough survey of the possibilities of the department-store field as a possible outlet for replacement sales of toilet seats on the ground that stores where daily millions of women shop are a logical place to display and sell easily replaced home-equipment merchandise.

The result of the survey was a number of recommendations which have, in many ways, revolutionized the company's business. These recommendations further show the unlimited possibilities there are for building a merchandising structure on obvious needs which have been so obvious that nobody has seen them.

The reasons found for going into the department-store field were, briefly, that toilet seats are no

longer regarded as a mechanical fixture by either women or department stores; that although the product is a building-material product, its replacement possibilities are great; that because it does not require technical installation it is being sold and bought in department stores as bathroom furniture; and that, because of the growing importance of color and decoration in the sale of home furnishings, toilet seats are gradually moving from the category of a utility to that of a decorative furnishing product.

But the investigation did not stop with seats. It uncovered a fact of the utmost importance. The fact was that where ensemble selling has been extended to every room of the house, including the kitchen, the bathroom has been a neglected room. It pointed out that this constituted a sales opportunity for Church.

## *Real Ensemble Selling Hasn't Been Possible*

The survey also uncovered the fact that department stores have been selling millions of dollars' worth of bathroom furniture in the form of hampers, stools, dressing tables, mirrors, etc., but this material has all been manufactured by isolated companies and by no stretch of ingenuity was any department store able to do a real ensemble selling job so far as the bathroom was concerned.

Convinced by its findings, the agency made a number of recommendations which have revolutionized the company's business and put it into a new selling field. First and foremost: That the company not only go into the department-store field as an outlet for toilet seats but that it also go into the manu-



## Here's How Times Have Changed in Pittsburgh

**E****VENING SUN-TELEGRAPH**  
continues to gain in field in ALL major  
advertising classifications and important  
circulation zones.

### ADVERTISING

### Gain in Field

Retail Display	1st 10-month period, 1929 compared with 1st 10-month period, 1933	Up.....5.1%
General Display		Up.....6.9%
Automotive Display		Up.....2.6%
Financial Display		Up.....7.2%
Total Display		Up.....5.6%

Figures by Media Records, Inc.

### CIRCULATION

	ABC Period ending March 31, 1929	ABC Period ending March 31, 1933
City Circulation	40.6%	44.1%
Retail Trading Zone (Exclusive of City)	56.7%	58.6%
Total Net Paid	47.3%	48.2%

## The Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY  
**PAUL BLOCK AND ASSOCIATES**

agency's recommendations was that it would be unwise for Church to go into a complete line of bathroom furnishings unless its products were styled right up to the minute. Therefore, a prominent designer was set to work and he created more than thirty different products, among them a vanity ensemble, a vanity console, a vanity stand, a beauty box, a wall vanity, chairs, benches, stools, mirrors, cabinets, hampers, towel stands, wall brackets and shelves.

These are being made in eight different color combinations with seats to match.

The result is that for the first time the householder is able to buy well-designed merchandise for the bathroom which is designed and constructed to be in harmony throughout.

With everything set to go, the company laid out its merchandising plans.

The salesmen were called into New York for the first sales convention in three years. They were taken step by step through the plan and immediately became enthusiastic.

Each salesman was given a manual which described in detail the company's whole marketing plan. It was pointed out to the salesmen that this plan was not based on an idea of the company's but, rather, upon an investigation made through department stores, an investigation in which more than 1,800 stores in the United States participated.

#### ***A Merchandising Manual for Buyers***

In addition to the sales manual, the salesmen were given a merchandising manual to be left with buyers. Also buyers were mailed a catalog, of which more later.

In the merchandising manual the company outlines briefly the opportunities for ensemble selling of bathroom furniture and then shows the store how to lay out a bath shop.

The bath shop layouts are based on the company's showrooms in New York. These have been built to show complete ensemble dis-

plays of the company's products and offer many display suggestions to department-store buyers.

The merchandising manual is filled with pictures showing how to make ensemble displays. It is significant that in demonstrating these displays the company not only suggests its own products but also shows how towels, shower curtains, scales, wallpaper, bath mats and other merchandise may be worked into displays. Incidentally, this is winning the company excellent support from the manufacturers of this merchandise.

#### ***Working Drawings for Displays Furnished***

The company gives working drawings for a number of different displays and, in addition, furnishes a certain amount of display material. Furthermore, it gives stores cuts and copy service suggestions to help stores promote bathroom furnishing sales in every way.

An unusual catalog was developed which was mailed to department-store buyers. In addition, copies were offered to stores in sufficient quantities, if they wished, to furnish each clerk in a bathroom furnishing department with a catalog.

The company did this for a definite reason because it made the catalog not only something for the buyer or merchandise manager but also something for the clerk. On each of the early pages a single item of furniture is pictured and then described. At the bottom of each page is a retail selling suggestion.

For instance, on one page is shown a Church vanity console.

The copy for the buyer says:

"An unusually graceful Vanity which combines the charm of a Sheraton Console table with the practical requirements of modern day make-up. The center of the Church Vanity Console is divided into convenient compartments for various toiletries."

The copy then continues to describe other features of the product and gives detailed measurements.

At the bottom of the page is the following retail selling suggestions:

"Demonstrate by first showing

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Vanity Console closed. Call attention to graceful lines and Sheraton design. Then open mirror top of beauty box. Automatic lights illuminate mirror perfectly for modern make-up. Draw attention to the practical compartments for holding creams, lotions, etc."

Even a dull-witted clerk studying this catalog can get a thorough knowledge of how to sell the merchandise.

To introduce the new line to buyers, the company held a preview in its showrooms in New York City. To this were invited the press, editors of all magazines and trade papers—also buyers from leading department stores and the new line was described. In addition, the company took large display space in a house-furnishings show reaching another group of buyers. Furthermore, it has been doing a direct-mail and trade publication advertising job.

To follow up these efforts, the company is going into national advertising with color pages. These pages feature the fact that at last the "forgotten room" has come into its own.

The first advertisement shows a color picture of a bathroom with the green ensemble. Two smaller illustrations show a hamper and a stool in different color combinations.

Later advertisements will show not only bathrooms but will also emphasize the idea that the company is offering a complete line of furnishings in various harmonizing color combinations.

#### **Stores Supplied with Direct Mail**

To back the national advertising, the company is furnishing stores with direct-mail material to be sent out under their own imprints in the form of handsome folders reproducing the current national advertisement in full colors with specially written copy for the individual store. More than 500,000 folders have already been mailed to customers by leading department stores.

Contrary to the opinion that department stores will not advertise

branded merchandise, many of the best stores in the country have used and paid for liberal newspaper space to tell their customers about Church Ensemble Bathroom Furnishings.

There is no question that the retail advertising manual is largely responsible for this result. This manual is sent to each store on stocking the line and is so complete and practical that no advertising manager needs to ask a single question about the merchandise. It contains cuts of each item in the line in various sizes. Beneath the cuts full copy information is given, including all facts and selling ideas. Other pages contain cuts of ensemble bathrooms for major illustrations in store advertisements. Also included are several pages of headline suggestions and layout suggestions, so that every incentive and aid have been given the store to do a retail advertising job.

#### **Results Justify Complete Service**

The soundness of furnishing stores with so complete a service has been justified by the excellent results the new line has secured in a very short space of time.

Although the products have been on the market for only a short time there is every indication that the company has opened up an entirely new and very profitable field of merchandising. It has had an enthusiastic reception from leading department stores that were quick to sense the opportunity of increasing their sales of bathroom furnishings. A number of large department stores have practically rebuilt their bathroom furnishing department along the lines suggested by the company. This is the most cogent type of endorsement for a company's merchandising plan.

In the meantime, Church is by no means going back on its original outlet, the plumbing dealer. Salesmen are instructed to explain the whole proposition to the plumbing dealer and to show him how the whole plan will eventually work to his benefit in that the purchase of the company's bathroom furnishings emphasizes the need of modern

# Dependability of



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# ty of Service . . .

EXCELLENCE of printing is an essential requisite of any publication in which the editorial and advertising pages are illustrated profusely with fine half-tones. *Field & Stream* — for thirty-eight years the favorite magazine among fishermen and gunners — maintains a high standard of printing excellence due, in part, to the quality and uniformity of the paper supplied by the New York and Pennsylvania Company.

Our obligations to the publishers of *Field & Stream*, as well as to the readers and advertisers, commit us to absolute dependability of service — to deliver paper of specified quality and uniformity at specified times and without premium. This dependability of service has been a cardinal principle with this company since its founding in 1890.

Publishers who rely on our paper and our service, have first claim on the output of our mills. However, we are now in a position to accept a few more contracts for paper from publishers of general and trade periodicals of small circulation, and house organs. Such new contracts will be accepted *only* on the known capacity of our mills to produce and deliver without impairment of our regular delivery and service to others.

and

## Pennsylvania Company, Inc.

General Offices: 230 Park Avenue, New York

plumbing fixtures and will directly aid his sales by getting women interested in doing over their bathrooms. Those plumbing dealers who are equipped to do so, can add bathroom furniture to their line, thus getting more people into their shops and adding to the possibilities for making more sales when they install plumbing in the new house.

Furthermore, so far as the plumbing dealer or jobber is concerned, where his replacement business used to consist of the sale of a few items he now has the opportunity to sell many other items.

And finally, the company's advertising is still working for the plumbing dealer, emphasizing the company's name and building consumer acceptance and demand for

Church seats as well as bathroom furnishings.

What has happened to the company is one of the most interesting examples to be found of developing a merchandising structure on a brand new idea in an aggressive market. That the company has been able to do it so easily and successfully with such a comparatively small investment is an indication that the idea, itself, and the sales plan, were right and that the company for years has been building solidly on a good foundation of merchandising and advertising. Department stores would not have accepted the new line with the alacrity they showed had it not been for the consumer acceptance built by years of aggressive advertising.

## Larry's Letter

W. A. McDERMID AND ASSOCIATES  
NEW YORK, N. Y.

Editor of PRINTERS' INK:

There is only one defect in Larry's "Open Letter to a Farmer," and that is that it is not also published in every farm journal and country weekly in the land.

Otherwise it is one of the most

important contributions to the terrific problem of the farm situation I have seen anywhere.

If possible, it should be furnished as a release to all these publications, and sent to everyone even remotely connected with the Federal Government.

W. A. McDERMID.

## Eckford Agency Re-organized

The Eckford Advertising Company, Atlanta, has been re-organized with Charles A. Rawson as president, Mrs. Mae P. Eckford as executive vice-president and Bruce Hall, vice-president. Mr. Rawson for many years was advertising manager of the Nunnally Candy Company, Atlanta. Mr. Hall was for many years advertising manager of the *South-eastern Ruralist*. Other new members of the re-organized agency include H. G. Morrill, Jr., Reavis O'Neal, Jr., Devereux H. Lippitt, Jr., James Springer and George A. Niles.

## Foote Opens Western Office

N. Frederick Foote and Associates, publishers' representatives, New York, have opened a Western office in the Mallers Building, Chicago. Mark A. Selsor has been appointed Western manager.

## Appoints Medlin

J. Clinton Shepherd has appointed William J. Medlin, Inc., New York, art service, as his representative.

## Chicago Unit for Castle Films

Castle Films, New York, business motion picture producers, will open a complete new unit for the production and servicing of sound and silent business motion pictures in the Wrigley Building, Chicago, on January 1. Walter A. Rivers, for eleven years the Western production manager, will be in charge of production at the Chicago office. J. Alexander Leggett, at present general sales manager in the New York office, has been named sales manager for the Middle West and will make his headquarters in Chicago.

## Advanced by Barnsdall-O'Neil

W. T. Hansen, for the last year sales manager of the Barnsdall-O'Neil Oil Company, Milwaukee, has been named vice-president of the company, succeeding J. A. Sheridan, resigned.

## Represents "Golf Illustrated"

*Golf Illustrated*, New York, has appointed Cole & Meyers, Chicago, as its Western representative.

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## 5,000 Individual Dealers Are Featured by Richfield

How Photographs Were Obtained, Releases Secured, Copy Prepared and  
Advertising Ordered for Publication

WITH a newspaper advertising campaign consisting of 5,000 separate small-space insertions, the Richfield Oil Company has brought each of the independent dealers on its long list of accounts into the spotlight. The advertising, representing unusual use of individualized small space in newspapers for a single campaign, started in September and will continue in some localities until after November 15. More than 500 newspapers are being used in California, Washington, Oregon, Nevada and Idaho.

Instead of quoting the consumer, the copy presents, in each case, the dealer's own reasons for carrying Richfield products. It is the independent dealer himself who is featured in each advertisement, rather than Richfield.

Space occupies one column by fifty-eight lines and carries the reproduction of a photograph of the dealer named. The copy is written in brief newspaper style, presenting the dealer's views on current motoring problems and giving his own individual reasons for choosing to sell Richfield products. The schedule has been so arranged that each dealer handling Richfield products will find his picture and his own personal advertisement, carrying his name and the address of his service station, in his own local newspaper during the campaign.

The details of handling such a large number of individual photographs and separate pieces of copy presented a problem in itself. At the outset, twenty-five photographers were hired to devote their time to taking pictures of the Rich-

Every RICHFIELD Dealer  
gets an advertisement similar to this  
in his own home town paper.

Own Boss

WILMAR E. MANN  
Station Service Station  
1014 S. Commercial, Santa Anita, Calif.

...s are he just working for a  
others every day, and the field  
Richfield products because he  
believed their quality would best  
enable him to build a perma-  
nent profitable business of his  
own.

This promotional piece shows a number of the  
individual dealer advertisements

field dealers, each photographer being assigned a section of the company's list of dealers. These men, accompanied in each case by a Richfield salesman, called upon each dealer, first having made an appointment to call in order to give the dealer an opportunity to prepare himself for the camera.

At the time of making the photo-

graphs, each dealer was required to sign a release card giving Richfield permission to use his photograph for advertising purposes. At the same time the salesman noted on the back of the release card the dealer's views on current motoring problems and his own reasons for having chosen Richfield products with which to make his livelihood.

In order surely to identify each photograph and to prevent any confusion, each dealer, as he was photographed, held before him a card on which his name, address and the number of his release card were printed. This name plate was photographed in such a position that it could later be cut out of the picture without interfering with the head and shoulder view.

When the pictures were all in the company's hands they were arranged alphabetically by towns, in sectional groups, and the release card for each photograph was filed with it. The photographs were then pasted upon sheets, forty at a time, and the name plate showing in each picture was cut off and pasted to a duplicate sheet, in the same position as the photograph, to be used for identification purposes. Zinc etchings were then made of the photographs, sheet by sheet. To assure the proper identification of the cuts a proof was pasted on the back of each cut.

The next step was the preparation of appropriate copy for each dealer. When the copy was completed a proof of the dealer's picture was pasted on it and the cut itself, in an individual envelope, was stapled to the copy to prevent any mix-up.

Scheduling of the various advertisements was comparatively simple since the copy in each case was run in the newspaper serving the dealer's locality. Where there was no newspaper in the dealer's town, the newspaper in the nearest town was used.

When the insertion orders had been prepared a postcard was sent to each dealer, telling him the name of the newspaper and the date on which his advertisement would appear. As a final check against error each newspaper was requested to verify the address of the dealer whose advertising it was running and the spelling of his name, and to get each dealer's approval of his advertisement.

According to J. T. French, manager of advertising and sales development of the Richfield company, the "dealer campaign" is not only bringing many new customers to the various dealers who are being featured, but it is also creating a feeling of good-will among the thousands of independent dealers represented.

#### Promoted by Italian Papers

Robert Reinhart, Jr., manager of the national advertising department of *Il Progresso Italo-Americano*, New York, published by Generoso Pope, has been appointed advertising director of that paper. Otto Asciutto, formerly advertising director of *Il Progresso*, becomes advertising director of both the *Corriere d'America* and *Corriere della Sera*, also published by Mr. Pope.

#### Holden with Seattle Hotel

Ashley E. Holden, who formerly conducted his own advertising agency in Seattle and who more recently was with The Izzard Company, has been appointed assistant managing director of the New Washington Hotel, Seattle.

#### Kroening Joins Agency

Clifford A. Kroening, recently advertising manager of the Addressograph-Multigraph Corporation, Cleveland, has joined Freeze-Vogel-Crawford, Inc., Milwaukee, as an account executive.

#### Appoint Doremus Coast Office

The following accounts have been placed with the San Francisco office of Doremus & Company: The Almaden Vineyards Corporation, Maison Rouge and Maison Blanc wines, using class publications; The California Commodity Exchange, Ltd.; and the North Star Brewery, Inc., San Francisco steam beer, using newspapers and outdoor advertising.

#### Form Piedmont Agency

The Piedmont Advertising Agency, Inc., has been organized at Greenville, S. C. Officers are: Vincent S. Hall, president; L. W. Hammon, vice-president and J. M. Curtiss, secretary and treasurer.

#### Changes Name

The name of *Beer Merchandising*, published by the Atlas Publishing Company, New York, has been changed to *Beer, Wine & Liquor Merchandising*.



# We've a right to be chesty!

**W**E modestly bow to the *Woman's Home Companion*. It is the only woman's magazine that made a larger advertising gain in 1933 than **HOUSEHOLD**. Our gain over 1932 was 8,162 lines; theirs was 12,200 lines.

The *Small Town Market* and its *Primary Medium* came in for a good deal of attention from advertisers in 1933. **HOUSEHOLD** went on many magazine lists for the first time and remained on a lot of others that it had been on for a long time. An ever increasing number of advertisers, facing chaotic conditions in city markets, have turned to the *Small Town Market* for relief—and for business.

After all, more than half of the people in this country live in the *Small Town Market*. After all, city people can buy only so much merchandise. There comes a time in every business when more customers must be found. Probably never again will we see such lopsided media lists as we had in the careless, hectic "boom" days. National advertisers have got to do business with *more people* or go out of business.

**HOUSEHOLD** is solving this problem for a lot of manufacturers with its very substantial coverage in the *Small Town Market*. Circulation, 1,750,000. Arthur Capper, Publisher, Topeka, Kansas.



## IF YOU SELL THROUGH WHOLESALERS, YOU HAVE SMALL TOWN DISTRIBUTION



## ***It's NOT "All Quiet Along the Potomac"***



● This always-different city—the Nation's Capital—the present center of every major activity—has never been more stirred.

● It has a definite effect upon advertising possibilities here.

● The situation has been changing for years . . . and now is changing faster than ever . . . because newspapers are being watched more sharply; read more critically.

### ***Look Here:***

Five years ago, the *Morning Herald* averaged 51,861 circulation. The average for the six months ending September, 1933, was 94,515.

The *Sunday Herald* jumped from 134,157 five years ago to 147,210 for the six months just ended in September.

● You can lower the cost of your advertising results in this livelier market, by using this livelier reader-interest which is steadily accruing to the *Morning* and *Sunday Herald*.

**Washington Herald**  
Published by the Washington Herald Company, 1111 Pennsylvania Avenue, N.W., Washington, D.C.

National Representatives  
 Rodney E. Boone Organization

# Selling a New Sales Policy to the Dealer

Holmes & Edwards Conduct Institutional Campaign But the Copy Is Specific

ON July 1, 1932 the Holmes & Edwards Division, International Silver Company, announced that its products would be sold by its makers to retail merchants only, that the line was withdrawn from wholesale channels and would not appear, in the future, in wholesale catalogs.

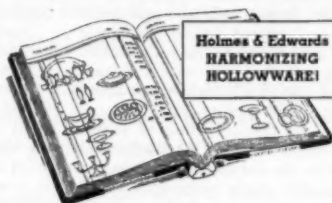
This was an important and significant step for any company in the jewelry and silverware field to make and was a move that the company believed should be followed up in every way possible with the retailer. PRINTERS' INK has already told the story of the reasons for the change of policy and some of the early methods used in explaining it. It has not told, however, about the unusual business-paper campaign that grew out of the new policy.

With the development of the new policy Holmes & Edwards decided that the ordinary catalog type of business-paper copy was not satisfactory. It believed that the important thing that it had to sell was not primarily a line of merchandise item by item, but the sales policy behind that line of merchandise. Of that sales policy the decision to sell direct was a part. Another part, of course, was what the line would do in profits for the retailer.

The result of this philosophy has been a business-paper campaign that is unusual because the emphasis is taken off the products and put on policy. Inasmuch as the best and only test of the success of a

campaign is results it is well to mention right at this point that the company knows that its campaign has been resultful because of

## MAKE THE PROFIT SIDE of your ledger a catalogue of



The increasing range of home entertaining is rapidly making hollowware just as necessary to the well-appointed table as flowers. This trend puts the Holmes & Edwards dealer in a position to greatly increase his sales and profits because Holmes & Edwards has its complete companion series of HARMONIZING HOLLOWWARE. Here is a complete line of beautifully designed, brilliantly crafted Hollowware which will appeal to every

woman's pride and taste. And—it is sold on the same basis as Holmes & Edwards Silverware, to wit—  
1. Sold Direct to Authorized Holmes & Edwards Retail Dealers ONLY.  
2. Sold to give Permanent Markings—because your only competitors come from other legitimate retail dealers who want to make a profit just as much as you.  
3. Priced for Full Profits to every dealer—regardless of size or location.

4. Backed by 50 years of national advertising. A Standard Line.  
5. Services styled and executed by the world's largest silversmiths.  
When you display this lovely Harmonizing Hollowware, custom will be suggested by its graceful beauty. Then—when you point out how it is designed to complete and complement their flat silverware, and tell them it's Holmes & Edwards quality, you'll be glad you're in the silverware business!

## HOLMES & EDWARDS

HARMONIZING TEA AND DINNER WARE

THE HENRY HOLT-REAGAN LINE — SOLD THROUGH AUTHORIZED DEALERS ONLY

U.S. PATENT OFFICE

The mark of the International Silver Company—the world's largest maker of silverware—the world's largest silversmiths of silverware.  
INTERNATIONAL SILVER COMPANY, HOLMES & EDWARDS DIVISION, MAINTON, CHAS.  
NEW YORK, 5-12 Madison Lane, CHICAGO, 100 North Dearborn Street, SAN FRANCISCO, 190 Pine St. ST. LOUIS, 1000 North 1st St.

The sales policy behind the product is emphasized in this business-paper advertisement

the reactions that it has received.

If you put a series of the advertisements before you you will realize that in another sense this campaign is different from what has always been considered the best practice in the business-paper field. For a moment this difference may seem to be the indication of a step backward because it consists of the fact that there is not a definite recognizable continuity throughout the campaign.

Actually, of course, the continuity is there. Although the mes-

sages, the signature, the layout and typography seem different, behind each advertisement is a definite following-out of a definite idea of business-paper advertising.

The best way to get a picture of the campaign is to study a few of the advertisements.

One of them shows an empty red ink bottle and beside it a strip from an adding machine with profits on it.

The headline says, "Throw Away the Red Ink and Get an Adding Machine."

The copy says:

Authorized dealers of Holmes & Edwards Inlaid sell the only nationally advertised line of silverware that is sold direct to the retail trade.

They sell the only nationally advertised line of silverware that offers sterling inlaid quality.

They sell the only line of silverplate which features its authorized dealers in its national advertising.

They offer their customers a full selection of patterns which are beautiful, correct, and popular.

And—they are assured of clean, fair competition from other authorized dealers of Holmes & Edwards Inlaid—dealers just as anxious to make a full profit as they are. This means that they always get their full mark-up on every sale.

Inserted in the advertisement is a box headed "These Exclusive Features" with the following two points:

1. Holmes & Edwards Inlaid is the only nationally advertised line sold direct to the authorized dealer only.

2. Holmes & Edwards Inlaid is the only nationally advertised line to offer sterling inlaid quality.

If there is any recognized note of continuity in the campaign it is this box but even this does not appear in all the advertisements, though it does in most.

This particular advertisement was chosen because it summarizes nicely the main features that the company is bringing out in its campaign.

The nearest the company comes

to a typical catalog type of advertisement (with one exception when it was necessary to run a real catalog advertisement) is an advertisement headed "A Royal Flush," showing a hand holding cards on which are pictures of spoons in various Holmes & Edwards patterns.

These pictures are in simple outlines, however, and the whole spoon is not shown on any card.

The advertisement points out that any dealer who carries the company's line "sits in the game of business with a Royal Flush." It then goes on to emphasize the basic points of the company's business-paper campaign.

Another advertisement shows a complete spoon with two crossmarks on it and the headline "Crosses Mark the Spots That Clinch the Sale." This advertisement is devoted almost entirely to the company's theme of reinforcement at the two chief wear points. It is a sales story to the dealer but indirectly through the dealer to the consumer. It is the kind of sales story that a dealer can absorb quickly and pass on to his prospects.

Another advertisement shows a ledger open on a desk and the headline says, "Make the Profit Side of Your Ledger a Catalog of Holmes & Edwards Harmonizing Hollowware!"

Here the company takes the theme that it has developed a line of hollowware to harmonize with its flatware and then incidentally says that this is just one of the many reasons for carrying the line. This gives an excuse to list the other reasons.

Finally, there is an advertisement, run in July, 1933, which says, "It was just a year ago that the company announced its new policy of selling direct." This is almost a pure reminder advertisement although the company does take the opportunity of thanking the dealers for what they have done.

Obviously, this is not a spectacular campaign but it is a campaign that can be studied with profit because it does an institutional job

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# The Ideal Test Market for The Big City

If you want to test copy before hitting the biggest cities, why not test it right in the biggest city of them all—New York?

Hudson County, N. J., is right across the river from New York—a group of closely knit cities (Jersey City, Hoboken, Union City and some others) all forming one compact *city* market.

These cities exactly parallel the boroughs of New York. Bustling, hustling shopping centers, with plenty of customers—and what is most important, people with the Big City outlook.

Thousands of them work in New York every day, but when they come home at night they read their own live home newspaper—the JERSEY OBSERVER—which presents local and national news in a way that suits almost 40,000 families that buy it every day.

IF IT WILL PULL IN HUDSON COUNTY  
IT WILL PULL IN NEW YORK CITY

—and you can find out through the Jersey Observer for 12¢ a line. Ask GILMAN, NICOLL AND RUTHMAN men about it.

## Jersey Observer

OFFICES

HOBOKEN-JERSEY CITY-UNION CITY

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without being stuffily institutional in nature.

In not one of the advertisements does the company succumb to the temptation of trying to throw an atmosphere of ballyhoo about its institution. Each advertisement has the very definite sales point—many of the advertisements have five or six sales points—and in each the

## Back to Buffet Supplies

**T**HE house of Albert Pick Co., Inc., Chicago, complete hotel and restaurant outfitter, started in business in a small way many years ago by selling buffet equipment. The firm specialized on everything a buffet needed except liquor.

Came Prohibition. Instead of fading out under the body blows administered by the 18th Amendment and Mr. Volstead, the Pick company decided there was plenty of business in the equipping of hotels, restaurants, cafeterias and the like—an outlet which it had hitherto handled as a sideline.

It went after the legitimate outlet in an ambitious way and built up an even larger business.

But now that Prohibition is about to leave us, the firm is aggressively going after buffet business again. Maybe the institutions where liquor is sold will not be known by that name. But they will need the well-known equipment just the same.

Newspapers, business papers and direct mail will be utilized in an effort to bring business to the buffet equipment division. Through

## D. J. Randall to Join Lorenzen & Thompson

D. J. Randall, who has headed his own publishers' representative business at New York, will join Lorenzen & Thompson, publishers' representatives, New York, on January 1.

Effective January 1, Lorenzen & Thompson have been appointed national advertising representatives of the Eugene, Oreg., *Register-Guide* and the Tacoma, Wash., *Ledger and News-Tribune*.

The Louisville, Ky., *Herald-Post* appointed Lorenzen & Thompson as its national advertising representative, effective this month.

copy is written with a close eye to the maximum of effectiveness with the minimum of words.

The campaign is as specific as Aesop Glim or Old Man Specific could desire. As a result, it is a model to the manufacturer who has an institutional problem and yet wants to make his copy specific and full of sales urge.

[illegible]

*This newspaper advertisement is going after a returning market*

its lively merchandising program during the intervening years the firm has kept its good-will alive and expects now to be able to capitalize upon it. The hotel and restaurant equipment business will of course continue to be pushed as before.

### Death of E. N. Hurley

Edward N. Hurley, for many years a business leader in the Middle West, died at Chicago last week, aged sixty-nine. Mr. Hurley originated and developed the pneumatic tool industry in the United States and Europe.

He was founder and, at one time, president of the Standard Pneumatic Tool Company. In 1938 he became president of the Hurley Machine Company, later becoming chairman of the board. He was also a former chairman of the Federal Trade Commission.

Mr. Hurley was chairman of the wartime United States Shipping Board and president of the Emergency Fleet Corporation.

## Reconstruction and Reflation

### Other Side of the New Deal, in Which Government by Busy-ness Is Strongly Criticized

**PRINTERS' INK** believes that Dr. Copeland's attack on the various recovery measures, made before the Association of National Advertisers in its Washington meeting last week, is based on not altogether fair premises. He seems concerned over the so-called rights and privileges of a minority in industry, representing perhaps 10 per cent of the whole. What the recovery measures are attempting is, of course, to compel the 10 per cent to do what the 90 per cent regards as the best thing for business in the present emergency. Here is clearly a place for governmental functioning, as without government the changes for the better could not possibly be made. Substantially a perfect answer to Dr. Copeland is made by Dr. Edwin R. Seligman, McVicker professor emeritus of political economy at Columbia University, in **PRINTERS' INK** for November 9. His article is entitled "No Cause for Worry in All This Socialized Individualism."

By Melvin T. Copeland

Professor of Marketing, Harvard University

**T**ODAY many advertisers are greatly perplexed to know what sort of hands they are drawing in this New Deal. With restrictions on production, attempts to fix prices, codes of fair practice, schemes for monetary reform, vast public works projects, restrictions on the issue of new securities, and numerous other undertakings, those who demanded action no longer can complain of inactivity by the Government.

If mere Government busy-ness means economic prosperity, we should be on the threshold of a marvelous era. Temporarily, however, it is at least somewhat bewildering. In this bewilderment, furthermore, the advertising man is somewhat disconcerted by the pronouncements of certain Government officials to the effect that advertising, too, is to be given a drastic purging in the great reforms of the New Deal.

First, let me express an appreciation of some of the things that have been accomplished since the 4th of March. After three years of false starts and heartbreaking disappointments, we seemed finally to turn the corner with the advent of the new Administration. The

temporary privations of the Bank Holiday were borne with remarkably good humor. Then a new spirit of hope appeared. The Administration swung into action vigorously. The banking situation was dealt with; the Civilian Conservation Corps was organized; steps were taken to assist farmers and homeowners in avoiding the loss of their homes through mortgage foreclosures during the period of readjustment; and various other measures for promoting economic recovery were adopted. The Administration had a mandate to *do something*, and it lost no time in getting started. Confidence began to reappear. There were doubts in some quarters, to be sure, regarding the wisdom of particular moves, but those doubts were hushed and a general spirit of patience prevailed.

This patient forbearance for eight months was a great tribute to our democracy. The time has come now, however, when plain speaking is needed, even though a critic may be called harsh names as by our Government officials. Some of the theories on which the New Deal is based are just as superficial as those advanced in support

of the New Era in 1928 and 1929.

When the bewildering mass of legislation was being enacted last spring, many of us stilled our apprehensions with the hope that the apparent pitfalls might be avoided. It is rapidly becoming apparent, however, that the inconsistencies and weaknesses in the Administration's program are now retarding rather than accelerating economic recovery and some of them are permanently pernicious. Some of the measures that were adopted are working to the disadvantage of the very groups that they were intended to benefit.

### *Near the Breaking Point*

The NRA started off with promise, in securing uniformity in working conditions in certain large industries that were in a more or less chaotic condition. Now NRA is on the point of breaking down, as indicated by the fact that it has reached the name-calling stage and by the further fact that a proposal has been made that the tottering structure should be reorganized, after the style of some of our high financiers, into a larger and grander scheme.

NRA codes have increased the cost load of numerous firms to a point where it is doubtful if it long can be borne. Opportunities for the employment of untrained workers have been substantially lessened. Labor troubles have been aggravated to a degree that interferes with economic recovery. Higher prices resulting from the codes already have caused some falling off in sales. The NRA, finally, has rendered the problem of agricultural relief more difficult of solution.

Along with other innovations came provisions for price-fixing. If all that is necessary to restore prosperity is to restrict production, increase costs, and fix prices, the Administration has found a simple cure for business depressions. If the price-fixing program is workable, there can be no need for tinkering with our monetary system. If the monetary standards must be tinkered with, in order to

raise prices, then the futility of Governmental price-fixing is thereby tacitly admitted.

Many business men initially accepted NRA without objection not only because of a desire on their part to aid, if possible, in speeding up recovery, but also because of the lure of the fair practice codes. That many unwholesome and unfair practices exist in most lines of business, no one can deny. That it is desirable to have them eliminated is obviously true. Hence the rally to the NRA as a means of effecting a great reform.

In all the discussion of unfair practices in trade during the last twenty years as well as in the present code activities, there has been a continual confusion of economic and ethical considerations. If a seller observes his openly announced terms and prices or if he does not pretend to have any established price, then the price at which he sells is an economic matter. In the past practically all attempts to regulate prices by Governmental edict or trade agreement have broken down. I can see no likelihood of greater success in the future, because such attempts at artificial regulation neglect the complicated forces which govern the course of prices.

When a seller misrepresents his merchandise, makes insincere statements in his advertising, grants secret concessions to favored customers, or uses any other underhand methods of promoting sales, the problem becomes an ethical one.

### *A Destructive Attitude*

Occasionally one hears a business man say that the best advertisement is the one that sells the most goods or that the best sales scheme is the one that secures the largest orders—anything to get business. It is that attitude which renders the attainment of higher standards of trade practice both desirable and difficult. If the only test to be applied to any particular course of action is whether or not it pays or how much it pays, then underhand practices are to be en-

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# RACE NIGHT SCORES AGAIN

Race Night—the newest advertising medium—is scoring a huge box office success. Theatres pay as much for Race Night Pictures as they pay for their features, because these films *increase attendance* more than the average feature. One exhibitor even certifies that he grossed more on four Race Night Pictures than he did on "King Kong", "Gold Diggers of Broadway" and "42nd Street" combined. To the advertiser this means one thing—wholehearted public acceptance.

Race Night now scores again—for survey statistics made for the following clients prove this medium an outstanding success:

AMERICAN LEAD PENCIL CO.

THE FROSTILLA CO.

GENERAL FOODS CORP.

GOLD DUST CORP.

H. J. HEINZ CO.

THE CHARLES E. HIRES CO.

HUMP HAIRPIN MANUFACTURING CO.

THE KOLYNOS CO.

KRAFT-PHENIX CHEESE CORP.

THE LAMBERT CO.

LEVER BROTHERS CO.

LIFE SAVERS, INC.

THE MAYBELLINE CO.

THE MENNEN CO.

THE NESTLE-LEMUR CO.

THE POMPEIAN CO.

THE QUAKER OATS CO.

THE E. W. ROSE CO.

L. E. WATERMAN CO.

WILLIAM WRIGLEY, JR., CO.

Here are the first results of a memory test, now being conducted:

Town Selected.....	Eagle Rock, Calif.
Location .....	Contiguous to Los Angeles, Calif.
Population .....	Approximately 5,000
Date of Test.....	November, 1933
Number of Theatres Showing Race Night.....	Three
Date First Theatre Started Race Night.....	June 13, 1933
Approximate Number of People Interviewed..	Four hundred (10 date)

Conducted by Dr. W. D. Moriarty, Professor of Economics; Director, School of Merchandising, University of California.

**The average person interviewed recalled and gave the trade names of more than 50 percent of the products advertised.**

Advertisers are asked to compare these results, made approximately two months and a half after the average consumer saw the pictures, with those of other surveys—made *immediately* following a specific advertising effort.

Why does Race Night advertising have such a high memory value? Because Race Night is a combination of the essentials of all advertising mediums rolled into one; size, color, motion, simultaneous appeal to sight and hearing, and lastly, the plus benefits of controlled sample distribution.

Furthermore, Race Night sells more than circulation—Race Night sells *delivered advertising messages*.

## RACE NIGHT PICTURES

A product of

**GENERAL FILM PRODUCTS, Inc.**

8901 Sunset Boulevard  
Los Angeles, California

11 West 42nd Street  
New York, N. Y.

couraged, for they often do pay.

Carried to its logical conclusion, this attitude means that we should place the biggest crooks obtainable in our most responsible business and Government positions, for they would have no scruples about using the cleverest schemes that they could devise. Such a conclusion obviously is ridiculous. In our ordinary business dealings we must build a higher and higher regard for decency and fair play, irrespective of whether or not it pays. Trade associations, such as the Association of National Advertisers, have a great opportunity for raising the ethical standards of their members, provided they will deal with the moral questions involved in their daily transactions and not attempt to cloak selfish economic motives in an ethical garb.

The Administration's agricultural program and industrial program, therefore, not only are inconsistent with each other, but they have two major weaknesses in common. They are based upon the theory that prosperity can be restored by restriction all around, by making less of everything available for consumers. A scheme which might work to the benefit of a single group, at least temporarily, by giving it a monopolistic advantage over the rest of the people, obviously falls down when applied generally to agriculture and industry. In the second place, some of the projects for immediately boosting prices and those for revolutionary reform fail to recognize common traits of human nature which will lead to evasion of the spirit or the letter of the regulations, just as the Prohibition law was thwarted by bootlegging.

#### ***What the Securities Act Is Doing***

Another piece of reform legislation which is retarding recovery is the New Securities Act. Many misleading statements unquestionably have been made in the prospectuses for new security issues, and important facts have not been revealed. Nevertheless the new law, in attempting to eliminate those evils, is so drastic that it is

checking capital investment in some of the industries which are most depressed. The unfortunate part of this situation is not that capital is lying idle, but that the check on the mobilization of capital for new undertakings is keeping men idle.

Unemployment of men, willing and eager to work, is the saddest feature of such a depression as that which we have just been through. It is particularly unfortunate that the Administration, in its reform busy-ness, has seen fit to secure the enactment of legislation which curbs investment in undertakings that would provide real employment. The prolongation of the sufferings of unemployment is far worse than the losses which investors might incur through occasional mis-statements in security prospectuses.

#### ***The Processes of "Reflation"***

Finally, as to "reflation." During the first few months after the collapse of the stock market, it appeared that the business recession might be mild and temporary. In the spring of 1930, however, the toboggan began to slide. As a result of world-wide influences, the prices of most basic raw materials had been softening for several years before 1929 and then were in a weak position. The initial recession in business involved enough curtailment in purchases of those materials to cause a further accumulation of stocks. Prices began to drop more and more rapidly and inventory values crumbled. This undermined the credit structure on which so much of our business is based.

Following the Bank Holiday, confidence began to reappear and under the stimulus of the early reconstruction measures of the Administration recovery proceeded with unusual rapidity. Then came the amendment to the farm bill which gave the President the power to effect drastic monetary and credit inflation. Those who cherished the integrity of our monetary standard and who appreciated the grave disasters that would follow heavy inflation hoped

that the President had accepted this dangerous amendment in order to put it in a political pigeonhole.

Shortly thereafter, however, the President stated that he proposed to use this power, if need be, to bring about a substantial rise in prices. Then in July came the reference to the commodity dollar, and finally the entrance of the Government into the gold market to bid up the price of gold in order to depreciate our currency more rapidly. This policy, together with the enormous issue of Government bonds that is taking place, threatens disastrous inflation, whatever disclaimers may be issued. The President has indicated his opposition to starting the printing presses for direct inflation, but his present policies lead insidiously to the same result.

In the New Securities Act, furthermore, the Administration has set up rigorous standards of integrity, which it is not itself observing. For several months this Government has been issuing bonds while at the same time taking active steps to repudiate, at least in part, those promises to pay, through depreciation of the currency. I am certain that the President and his advisers are actuated only by the highest motives. Nevertheless the course of the Government in borrowing money on bonds and then proceeding immediately to take steps which will depreciate their value is in effect a flagrant breach of faith in the sale of securities.

In Mr. Roosevelt's monetary policies, which threaten disastrous

inflation, the Forgotten Man, who incidentally constitutes the chief market for the products which you advertising men sell, has again been forgotten. He is the man who carries life insurance and whose wife has money in the savings bank. Inflation will benefit all debtors, by enabling them to pay off their debts in depreciated currency. It will bring hardship, however, to the thrifty Forgotten Man. The value of his life insurance policy and of her deposits in the savings bank depends chiefly on bonds or other evidence of indebtedness.

Heavy inflation will largely destroy the real value of those bonds and therefore of the life insurance policies and savings accounts based upon them. It is not yet too late to prevent having the dollar go the way of the German mark, but the danger is much greater and much nearer than seems generally to be realized. Again the thrifty Forgotten Man will pay, unless all the "forgotten men" begin immediately to speak up in defense of their savings and those of their families.

I shall not undertake to propose any new measures, first because I know that my advice would not be heeded, secondly because we already have too many governmental schemes afoot. The first requisite now is that some of the new reform schemes be scrapped and that confidence in the integrity of our monetary standard be restored. It is only by those means that we can proceed expeditiously on the high road to prosperity.

### Birmingham Papers Appoint Louis Blumenstock

Louis Blumenstock has been engaged on special assignment by the Birmingham, Ala., *News and Age-Herald*. For years advertising director of Stix, Baer & Fuller, St. Louis, he has more recently been working with newspapers in an advisory capacity.

### Dawson with Toledo Agency

Rex Dawson, formerly with Manufacturer's Advertising, Inc., Toledo, has joined Sterling Beeson, Inc., Toledo agency, as an account executive. He was also formerly with the Ft. Wayne Printing Company.

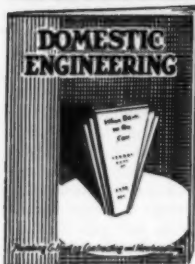
### Join Vincent Edwards Staff

J. E. Dumars, formerly with the Beckwith Special Agency and the New York *Daily Mirror*, has joined the New York sales organization of Vincent Edwards & Company, advertising service organization. Roy T. Jones, formerly with Earl C. Anthony, Inc., Packard distributor for California, has joined the Pacific Coast sales staff as sales representative in Southern California.

### Hensel Opens Own Office

Elliott C. Hensel, recently director of advertising of the Los Angeles *Illustrated Daily News*, has opened an office as a consulting sales director in the Great Republic Life Building in that city.

# There is **NOTHING** to substitute for



... and 200 Years  
is a lot of Material

An aggregate total of over 200 years of experience in the markets served. That is the record of the staff responsible for DOMESTIC ENGINEERING publications. That is the foundation upon which DOMESTIC ENGINEERING publications are built. Constant contact, day in and day out, with the fields served, and then imparting the knowledge thus obtained to the readers of its publications has built for DOMESTIC ENGINEERING Publications unquestionable leadership.



**T**His experience shows itself in the case of DOMESTIC ENGINEERING in such ways as the files packed with marketing data, and in the adequate satisfaction of reader needs. Above all it shows itself in the advertising columns, where, after all, the industry registers its approval. When advertisers over a period of years choose a paper to the extent of more than twice as much as the next paper in the field, it means that experienced skill is producing a medium that produces business.

**A** VIGOROUS battle is being carried on by coal, gas and oil interests, to capture the home heating market—

really an educational campaign to the public on the advantages of automatic heating. Every argument intended to carry home the story of each of these fuels is a natural build-up of automatic heating. "Automatic Heat and Air Conditioning" Section in DOMESTIC ENGINEERING is designed to enable the manufacturer of automatic heating equipment to tap this interest through the local dealers who are in position to turn local interest into sales. Both as a section of DOMESTIC ENGINEERING, and as a separate publication under its own cover, "Automatic Heat and Air Conditioning" reaches every known dealer in automatic heating equipment.

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ute for EXPERIENCE . . . . .

# 200 YEARS of MARKETING EXPERIENCE



THE grind of day-to-day buying demands catalog efficiency. The buyer can have a thousand individual catalogs and yet not locate the one he wants without a loss of time. But there is one Catalog, the PLUMBING AND HEATING CATALOG, that buyers need only to open to locate all information necessary to buy accurately for specifications or for stock. That CATALOG is now on the desks of all of the wholesale buyers of plumbing and heating and most of the larger contractors, because every buyer wants it there for ready reference at the moment the job that is being done turns into orders for the manufacturer.

A MARKET bloomed over night—a market for beer and bar equipment. There was someone ready for everything—when beer was legalized—excepting a medium through which to reach the men who would buy, install and service the beer and bar equipment for the dispensaries that were springing up everywhere. But BEER and BAR EQUIPMENT met the need for such a publication—first as a section of DOMESTIC ENGINEERING, and then as a publication in its own right. It was and is the only paper going to the men who are exercising influence at the point of sale to the tavern owner. Its distribution gives the manufacturer of beer and bar equipment virtually blanket coverage of all the men who name the equipment to be bought. Write for a copy of our marketing study.



## DOMESTIC ENGINEERING PUBLICATIONS

1900 PRAIRIE AVE.

CHICAGO, ILLINOIS

# Food and Drug Bill Revision Sure

(Continued from page 11)

the Government wants; and if the advertising people will give their expert help to this correction, which they are planning to do, the Government will go not only a mile, but twain.

One of the very bright spots in the situation—and one that creates additional respect for Government officials—is that they are going at this thing in a way exactly opposite to the crusading spirit. Viewing the agitation the Food and Drug Administration has been conducting among women's clubs, one is reminded of frenzied zealots who would burn people at the stake. This kind of claptrap went big with the women; but it served to give the business world a wrong impression of even the good features of the bill.

It is refreshing indeed to be able to relate that these witch doctor tactics are appealing not at all to Government men such as Dr. Copeland and Dr. Sirovich. They are relentlessly on the trail of offenders, but they are proceeding in a judicial, businesslike way.

This revised Federal Food and Drugs Act will be passed. Make no mistake about that. But it will not be passed in its present form. What advertisers, publishers and agents should do, then, (quoting from Professor Cavers) is to get over their attack of jitters and help the Government work out a measure that will put the merchandising of foods, drugs and cosmetics where it ought to be—and do it with a minimum of injustice to all.

\* \* \*

## Tugwell Bill as Seen by One Who Helped Write It

DUKE UNIVERSITY  
DURHAM, N. C.

Editor of PRINTERS' INK:

In reply to your inquiry whether, in view of the criticisms directed at the advertising provisions of S. 1944, modifications of those provisions are under consideration, I can state only that none has been brought to my attention. The criticism that has been directed to these provisions has been of the sort that was anticipated by the draftsmen of the bill, although it has been less tempered than we hoped by an appreciation of the difficulties we faced and by a realistic appraisal of how the measure would be administered, if enacted.

Exception must be made of the criticism directed to the unfortunate wording of the provision with reference to the liability of publishers, broadcasters, etc. The chief complaint is that an advertiser would not be certain whether

he was or was not violating the prohibition against false or misleading advertising in Section 9(a). Certainly the provision gives no specific guide, but how can the difficulty be avoided?

I feel sure that neither Assistant Secretary Tugwell nor any of those who participated in drafting S. 1944 would be averse to the consideration of alternative provisions which would meet this objection and at the same time insure the effective control of false and misleading food, drug, and cosmetic advertising.

The alternatives which were considered when the measure was being drafted either would be inefficacious or would be more objectionable to advertisers than the present provision. Let me list some of them!

(1) The clause with reference to ambiguity and inference might have been stricken from Section 9(a). This would constitute

simply an invitation to evasion. The PRINTERS' INK Model Statute itself condemns "misleading" advertising. When one gives to "misleading" an interpretation which will differentiate it from "untrue" as used in that statute, it would, I feel sure, come down substantially to the same meaning that is spelled out in Section 9(a).

(2) Section 9(a) might have been altered to require knowledge on the part of the advertiser that his statement is false or misleading. This neatly draws the teeth from the provision. Bad faith can be proved in only the most outrageous cases. The experience of the Food and Drugs Administration in the enforcement of the provision against "false and fraudulent" therapeutic claims on labels is in point and illuminating. Case after case has been lost because fraud could not be proved. It took two prosecutions and the expenditure of about \$30,000 to prove that the intent of a seller of a horse liniment, labeled as a cancer and tuberculosis cure, was fraudulent. The PRINTERS' INK statute does not require proof of wrongful knowledge.

(3) Section 9(a) might have had a phrase added that the advertising create a misleading impression to a "reasonable person." There is no doubt that the courts would interpret the section to deny liability for forced or strained constructions of the statements complained of, but care must be taken not to make the enlightened man the criterion whereby the character of deceptive advertising may be judged.

Many products, unfortunately, are sold and advertised with a view to reaching the unenlightened purchaser. Claims are made which would never mislead a prudent purchaser which, nevertheless, sell such products in large quantities. It is the dupe of such advertising who must be protected, not the reasonably wise purchaser. The PRINTERS' INK statute contains no such limitation.

(4) A board of advertising control might have been set up which would pass on advertising in ad-

# GOOD COPY

is printed  
evidence of  
fixed purpose  
not weakened  
by temporary  
whims. Its  
first duty must  
be to inspire  
confidence.

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

95 Madison Ave.  
New York City



# . . . THE WOMEN OF AMERICA

**L**IFE is a moving force. Things that do not go with it are left behind. They die or are destroyed. Life does not wait for them or help them along. Things built for eternity must perish. Peoples—nations—dynasties—religions—institutions—methods built to stand without change decay and fall of their own inertia unless they adjust to meet the demands of change.

. . .

Today's world crisis adds more proof to history's testimony that nothing endures save change. Ease . . . willingness to be satisfied with what has been good enough in the past . . . readiness to coast on momentum . . . these are destructive forces. PICTORIAL REVIEW's editorial policy recognizes this and is designed accordingly.

. . .

Woman's natural interest in her home, in romance and in herself is supplemented today, if not overshadowed, by a greater hunger—the desire to know what effect these world changes will have on her life, her fireside and ultimately her children.

. . .

In this shift a great publication must make a choice. It cannot stand aside, holding a mirror up to life, reflecting some phases of the passing scene, revealing only what is traditionally safe. It must plunge into the tide . . . interpret emotions and thoughts and trends before they become coherent to the masses. This is PICTORIAL REVIEW's course.

. . .

Our "Prophets' Pages" express this credo. Through

# OF AMERICA'S TOMORROW

them, leaders in world thought provide tomorrow's answers to today's perplexities. Einstein, Paderewski, Ford, De Los Rios, Huxley, Wells, Adler, Hauptmann, Eleanor Roosevelt are among our prophets. Intense interest has been kindled by them among women, among women's organizations and among editors of the nation's press.

. . .

Our "Be a Better Buyer" series was conceived while women still groped vaguely for solid facts to teach them how to find their dollar's greatest value. It is designed to teach that worth-while spending means worth-while living. That intelligent buying is genuine economy. In astonishing numbers women say that here a magazine answers while they still struggle to formulate the question.

. . .

This holds in fiction also. Styles change in stories as they change in architecture, war, morality and dress. Many a writer's fame lives long after his ability has ebbed. Unhesitatingly, we pledge that we will not buy mere reputation, though we will continue to help make them. Only those with something to say—who know how to say it—have a market with PICTORIAL REVIEW.

. . .

*We are determined that this shall be the magazine for women who keep apace with life. They are the women of America's tomorrow.*

## PICTORIAL REVIEW

vance. Submission to it might have been made compulsory or optional. The objections to this course are obvious. The cry of "censorship" would blight the compulsory provision at the outset; it would be raised loudly enough if the service were optional since those not submitting to it would be said to be left open to persecution. Administratively, however, the measure seems impracticable. Such advertising control would require a tremendous staff in Washington, a staff of experts since their decisions would tie the hands of the Government and would have to be based on scientific knowledge. The time element alone would create an insuperable difficulty from the advertiser's standpoint.

(5) An advisory board of scientists might have been set up to prepare regulations which, if the Secretary approved them, and if the courts found them reasonable, would have the force and effect of law. Such regulations might define specific types of statements as false and misleading, thereby giving to advertisers some guidance as to what to avoid, even though these definitions could not possibly be all-inclusive. I, personally, see no objection to such a set-up, but, judging by the outcry against "administrative tyranny" raised by other sections of the bill, I very much fear the advertisers would not like it.

I must confess that I believe this Bill has affected honest advertisers with an acute attack of jitters. The

picture, so frequently displayed by opponents of the bill, of great industries wilting as a consequence of its operation, strikes me as little short of fantastic.\*\*\* Departmental practice will, before long, develop precedents of value as guides to advertisers. Court decisions will do likewise. It should not be forgotten that no administrative ruling, whether by the Food and Drug Administration or by the Secretary, is above review in the courts, and any one may be set aside if found unreasonable or without the authority of the statute.

DAVID F. CAVERS,  
*Professor of Law.*

[EDITOR'S NOTE: Professor Cavers is of course right in his thought that the PRINTERS' INK Model Statute "does not require proof of wrongful knowledge." This statute contains the clear-cut provision that "any person, firm, corporation or association" using an advertisement containing "any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor." In other words, whether he *knew* he was offending has not the slightest thing to do with the penalty.

Precisely the same phraseology is used in the Capper Bill (S. 1592) which is now before the Senate Committee on Interstate Commerce. Senator Capper modeled his bill after the PRINTERS' INK statute. And, like that statute, it does not contain "knowingly" in any form.]

### Major White with Visomatic

Major J. Andrew White, former president of the Columbia Broadcasting Company, has joined the staff of Visomatic Systems, Inc., New York. Major White has been identified with radio broadcasting for almost twenty years. In July, 1927, he joined the Columbia Broadcasting System, assuming direction of technical developments. In May, 1930, he retired from the presidency of that company.

### Appoints Franklin Agency

The American Chewing Products Corporation, Newark, N. J., has placed its advertising account with the Franklin Advertising Corporation, New York. Specialty and business papers will be used.

### Carnation Milk Appointments

A. P. Herold and H. C. Worden have been appointed assistant sales managers of the Carnation Milk Company, with headquarters at Milwaukee. Mr. Herold has been with the B. S. Pearsall Butter Company for twenty-two years, the last seventeen of which he was sales manager. For the last eleven years Mr. Worden has represented the McGraw-Hill Publishing Company and for about three years of that period was in charge of sales of eleven Western States.

### Joins Mathes Agency

Carolyn Larkins has joined the copy staff of J. M. Mathes, Inc., New York. She was formerly associated with the Richard A. Foley Advertising Agency in Philadelphia.

## Columbus Club Buys Two-Foot Book Shelf

THE COLUMBUS CHAMBER OF  
COMMERCE  
COLUMBUS, OHIO

*Editor of PRINTERS' INK:*

It may interest you to know that the Advertising Club of the Columbus Chamber of Commerce has this day placed an order with the publishers for the entire list of eighteen books listed in your issue of November 9 of the WEEKLY as a Two Foot Shelf on Advertising. We intend to make this a nucleus of an advertising library for our club members, circulated free to members in good standing.

We want to thank PRINTERS' INK for its inspiration for the idea of our Advertising Club library.

We shall watch with interest your further recommendations as to excellent books that may be added.

GANSEY R. JOHNSON, JR.,  
*President, The Advertising Club.*

### New Addresses

Wm. H. Rankin Company, Chicago office now located at 854 Peoples Gas Building.

Al Paul Lefton Company, Philadelphia agency, opening New York office at 521 Fifth Avenue, on December 1.

Hilda Vollkommer, art and designing, has moved studio from Pittsburgh to 894 Sausalito Boulevard, Sausalito, Calif.

Continental Lithograph Corporation, New York headquarters now in the Paramount Building.

Frost Brothers, typographers, now located at 216 East 45th Street, New York.

Gage Publishing Company, 232 Madison Avenue, New York.

### Heads Portland Agency Chapter

The Portland, Oreg., chapter of the Pacific Association of Advertising Agencies has elected W. S. Kirkpatrick, president; Roscoe Segar, vice-president, and J. V. Roberts, secretary-treasurer.

### Death of H. G. Brace

Harry G. Brace, of Seattle, manufacturer of advertising novelties and calendars, died at that city recently. He was also vice-president of the Washington Manufacturers' Association. Mr. Brace was fifty-eight years old.



We are. We just can't help it. Day after day some new, bright spot appears in the sky and then our chest expands a few more inches. Keep your eye on the little Help Wanted ads in the NEWARK EVENING NEWS these days. They tell a big story—a mighty big story. They're the best barometer of business and general conditions you could want.

Help Wanted advertising in the NEWARK EVENING NEWS showed another swell gain last month, the fifth in a row—also a gain in the number of jobs advertised, 310 more than a year ago. You can't ignore this sort of news. Jobs, looking for men—pay envelopes looking for empty pockets—money wanting to be spent. Look over the Newark market carefully—it'll pay you. Do it right away, too. Get your sales story across in the ONE medium nearly every family reads. Then you'll be glad, too.

## Newark Evening News

EUGENE W. FARRELL,  
Business and Advertising Mgr.,  
215-221 Market Street,  
Newark, New Jersey.  
O'MARA & ORMSBEE,  
General Representatives:  
New York Chicago Detroit,  
San Francisco, Los Angeles

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President  
1908 — 1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. McKINNEY, Manager.

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NEW YORK, NOVEMBER 23, 1933

## Mr. Merritt Learns in Washington

In 1929 business men would not believe that a depression had come. The condition was said to be largely psychological and imaginary. The same feeling was manifested each year up to 1933.

The present year is the one which will be written big in history as the actual beginning of the upturn. This is proved by cold figures showing sales and net profits for the third quarter of the year.

Business is coming back.

Yet many members of the business community still persist in their four-year habit of disbelief—the difference being that where they once did not believe a depression had come they now refuse to believe that economic conditions are steadily working toward a reasonable degree of normalcy.

PRINTERS' INK borrows this thought from Carroll B. Merritt, business manager of *Scribner's*. Mr. Merritt got it at the convention of the Association of National Advertisers in Washington last week at which he was a guest.

Before he went to Washington he knew about the increase in sales and profits being reported by many organizations. The faith in the future which these business developments gave him was accentuated, however, by his visit to the convention. After hearing speeches by Jesse H. Jones, chairman of the Reconstruction Finance Corporation, and other Government people who addressed the meeting, he came away thoroughly convinced that the Roosevelt Administration is doing a remarkable job of rebuilding the economic machine. He is a Republican, too. His previous faith in the Government has now been translated into a definite knowledge that the right things are being done.

Thus adding together the natural improvement and the outstanding efficiency of the Government, he concludes that the proposition of recovery has passed the faith stage and is now one of cold logic wherein anybody can see the climax if he wants to look.

Mr. Merritt, a conservative gentleman who always thinks before he speaks and who does not boil at any figure under the orthodox 212 degrees, was so impressed by his discovery that he made a personal visit to the offices of PRINTERS' INK and suggested that this editorial be written.

And so here it is—a sentiment in which we gladly join.

With business rapidly recovering and with the Government doing a beautifully complete job, it would seem that work instead of worry would be the best prescription from now on.

"We should all attend to our

own business, forget partisan politics, work harder than ever before and not lose any sleep over Governmental recovery activities," is the way Mr. Merritt puts it.

His proposition makes sense.

### **Labor Stands Pat**

While many people may disagree with labor's attitude toward recognition of Russia, the unsuccessful battle of the American Federation of Labor against any recognition brings forward for re-examination a point often forgotten.

American labor is essentially conservative. While it is true that organized labor fights for its full share of the profits, many manufacturers think more than a full share, it remains true that the organization of labor in the United States has always been essentially a definite part of the capitalistic system, one of its strongest bulwarks. For neither the late Samuel Gompers nor the present head of the Federation ever thought beyond the wage system. They have wanted wages as high as they could secure them, so that they could buy the products to which they thought they were entitled.

Samuel Gompers always realized the close connection between the advertising business and the aims of labor in their desire for higher living standards. With many people frightened about theoretical questions, of which few of them have any exact knowledge, with talk of armed insurrection and near rebellion, it is comforting to realize that labor, battling always for either its share or more than its share of the rewards of industry, nevertheless is strong for the present system with the modifications that even its best friends now realize to be necessary.

Labor has no sympathy for Communism, for Socialism, for uncontrolled inflation, for useless experi-

mentation with business methods. It shouldn't be too much to hope at this time that progressive management and the real leaders of organized labor who realize that wages come only from profits, should now get together on a constructive policy of live and let live, of aggressive co-operation for the sale of more products and the elimination of wild nostrums which promise Utopia overnight.

### **The Squire on Replacement**

We tried to get at the reasons why previous depressions had always straightened themselves out within twelve or fifteen months. We suspected that the causes must be inherent in human nature. Pursuing that line of thought, we arrived at the conclusion that—  
"Patches not counting, and corduroys barred, the duration of a business depression may be measured by the end-to-end lives of two pairs of pants."

That was in our issue of July 31, 1930.

It would seem, now, that we were a little off. Not a year, not fifteen months, but three whole years have passed since then; and even now—to put the matter mildly—traces of the same old depression can still be detected.

Since July of 1930 a great deal of water has flowed under the bridges of the Silvermine; and the Silvermine's graying Squire, studyin' the world, has smoked many a reflective pipeful of cut plug.

Yet the thought remained with us that, in principle, we were right. And so, last Sunday, when he came down from his hilltop to look into the mink situation, we outlined our idea and requested a ruling.

"Got a broom straw?" he said, contemplating his pipe. "She draws; but she kind o' labors."

With the laboring quieted and a

blue haze drifting again from the charred old bowl, he watched a gray-squirrel cross our stream by way of a phone cable high overhead; and then the Squire made speech.

"'Bout the pants, you were right—partly. Only thing you overlooked back there in nineteen-thutty was that most men had *two* suits. But you're on the right track. They're a lot o' things right close to a man that do need replacin' right now. Take me, for instance. Y'know, I'm healthy as hell. I ain't been in a drug store, I guess, in a year and a half. But jest today I says to Kate: 'The next time I drive into Nawwalk, I gotta git a new tooth brush.'"

### **Common Sense on the Tugwell Bill**

You buy your boy a gun. You know your boy. You know him to be kind-hearted. You know that he respects the right of his fellow man to go through life uninjured and to meet death gradually.

But, in one of those fateful moments that *will* happen, your boy's gun falls into the itching hands of one of his acquaintances—a cross-eyed young hyena who has had too much Tom Mix.

A little later you are apprized by the police department that a bullet from the rifle of your son has just punctured the windshield of a passing motorist; and the motorist, so the telephoning officer reports, is now at police headquarters, raising hell about promiscuous shooting.

Investigation on your part reveals that the hell-raiser is none other than the president of the Merchants National, whose mortgage on your house you were hoping to renew in December.

One of the disadvantages of the Tugwell Bill, which seeks to regulate the advertising of foods, drugs, and cosmetics, and which

will come up for passage in the next Congress, is not Professor Tugwell.

We're told—and we've every reason to believe—that the professor is as well-intentioned a gentleman as you could find.

The difficulty lies, not in the professor, but in the weapon that he so studiously has fashioned and so thoroughly has loaded.

The gods and the communists willing, Professor Tugwell is not to be our last Assistant Secretary of Agriculture. So long as the structure of our Government remains untoppled, the professor is to have successors. To them, the professor's blunderbuss, were it to be enacted into law, would descend.

Can we be sure that every one of them will know which way to point the thing—and when to pull the trigger?

Of the Tugwell Bill it is not enough to say that it is "un-American."

Here—if we may offer a suggestion to the proprietary men—is no occasion for indignation over a threatened invasion of the right of self-medication. The phrase, itself, sounds synthetic. The man who buys a box of pills seldom feels that he is exercising a constitutional right, or that he's a crusader in the cause of human liberty.

The difficulty with the Tugwell Bill lies, rather, in the fact that, economically, it isn't sensible. It holds potential harm for enterprises that deserve no handicap, no punishment at the hands of the current Administration or of Administrations that are to come.

This issue of PRINTERS' INK suggests, on Page 6, a number of ways in which the bill, without detracting from its effectiveness against the unscrupulous, may be made less irksome, less harmful, less downright murderous to the many men in a big industry who are honest and decent and ethical.



## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

### *No Remote Control*

A prospect wanted to know how directly our *principals* would work on his account. He found conviction in the fact that all seven of them are active—on a mere thirteen accounts.

We were also able to add that the rest of us—on copy, art, production, media and research—would be equally close to his job...and to him, whenever it might suit.

“NOT HOW MUCH, BUT HOW WELL”

# The Little Schoolmaster's Classroom

**P**ROBABLY one of the most abused members of the package family has been the ink bottle. For years it was homely, unattractive and uninviting.

A few years ago, however, ink bottles suddenly began to be styled, with the result that last year at the Wolf Award showing the Carter's ink bottles received honorable mention among the families of products.

The picture on this page is an interesting example of the further extension of good design in the ink field.

Many manufacturers do not give proper attention to bulk packages. They put a lot of care into the designing of their smaller packages and let the bulk take care of itself, seeming to believe that nobody will particularly care how the larger package appears.

The Carter's Ink Company uses an entirely different philosophy, as is shown by the illustration. Here, obviously, the design scheme has been carried throughout the line so that the quart and pint bottles are just as attractive as the desk-size bottles. Of course, probably many of the quart bottles will be wasted, so far as appearance is concerned, on office boys in large offices.

The fact remains, however, that it doesn't need to cost very much if any more to design a good-looking bottle than to have a poor bottle and in many homes and probably in many offices the appearance of the bulk packages will have a very definite appeal.

\*\*\*  
Unscheduled discussions which sometimes are persistently held in the rear of convention rooms in competition with the speaker up front, were given what the School-



master considers tactful treatment at a recent dealers' sales conference he attended.

Without noticeable departure from his talk, the speaker remarked that if he possessed a great store of anything it was curiosity. He always wanted to hear what other people had to say when he heard them talking. He was sorry but he just couldn't listen and do his talking at the same time.

His remarks were only one phase of the strategy used. They were directed to two men, particularly. These men, who purposely conversed in loud tones, were from his organization. When it became evident that the buzz of conversation in the rear of the room wasn't going to stop, these two men slipped back and energetically entered into it. This gave the host a chance to speak his mind without creating any resentment on the part of the real offenders.

\*\*\*  
Carlyle E. Anderson, of Anderson's, retail clothing store of Hen-

ning, Minnesota, sends the Class an interesting advertisement which reads as follows:

### NOTICE!

To the Man Who "Lifted" Those  
Fine Interwoven Socks

We consider it a compliment that the desire for the type of merchandise we handle should prove so strong that you could not wait to make your selection honorably. You, too, are to be commended on being a judge of quality. Your choice of INTERWOVEN SOCKS (about 18 pairs, size 11) displayed most excellent taste.

Just to be chatty, allow us to say that regardless of the means by which you sought them, we want you to really know what a fine "grab" you made. You can rest assured that you have about 18 pair of the finest men's socks made. They're INTERWOVEN'S! They've lots of style . . . well made from quality silk . . . and we hope, you selected your correct size. If you did, they will fit you well. You

should be well "socked" for a couple of years.

Remember, too, that if they do not meet your unqualified approval at any time just bring them in and we will be glad to replace them pair for pair. They're guaranteed that way.

But do come back again. Let us have the pleasure of honorably serving you. It shall be a pleasure to enlarge upon your unquestionable taste.

ANDERSON'S

Henning, Minn.

For Good Clothes

"This advertisement has brought us more favorable comment than any other advertisement we have ever run," says Mr. Anderson. "Since its publication it has brought forth a storm of laughter, compliments and comment. Many have come in purposely just to remark about it, look over the scene of the 'job' and some have been tempted into buying socks."

\* \* \*

The Schoolmaster has tried to



**BATTLE  
FLEET**  
offshore from  
LONG BEACH

**FIGHTING  
POWER**  
*and*  
**BUYING  
POWER**

"**A** MERICA's most unusual city"—how true this description is of the Pacific Battle Fleet of the U. S. Navy anchored offshore from Long Beach. Some idea of the magnitude of this "floating" city may be gained from the fact that the average personnel aboard the warships numbers 2100 officers and 35,000 men. The monthly payroll approximates \$2,000,000. • The influence of Naval affairs in the social and economic life of Long Beach is pronounced. Day after day, as many as 10,000 officers and men go to and from the Fleet via the new Navy Landing, built by the City of Long Beach. Of the hundreds and hundreds of families of officers and men living ashore, the great majority reside in Long Beach. • When you plan your California campaign, think not only in terms of the 300,000 people comprising this prosperous and distinct market, but of the thousands of tourists and Navy personnel who greatly augment this area's buying power.

YOU REACH OVER 56,000 FAMILIES IN THE

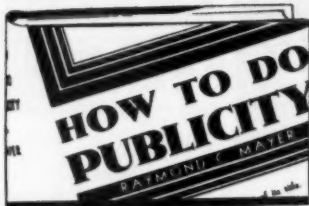
**Press-Telegram and SUN**

**LONG BEACH, CALIFORNIA**

MEMBERS: Audit Bureau of Circulation and the  
Major Markets Newspapers, Inc.

National Representatives: WILLIAMS, LAWRENCE & CRESHAIR CO.  
New York - Chicago - Detroit - San Francisco - Los Angeles

## Let Publicity Make you money!



For agencies called on to do publicity for clients, for advertising managers who must now take on publicity, for all executives responsible for public relations—one of the most successful experts here offers the results of 20 years' experience.

### On every phase of publicity

Book is first on subject in years. Tells just how to do newspaper, magazine, radio and movie publicity—plan campaigns, write news stories, get dramatic ideas, cooperate with editors and writers, etc. Invaluable sections on special methods for corporations, public organizations, philanthropies, colleges, churches.

### Read it 10 days FREE

Written by one who has been a public relations consultant for Metropolitan Life, Girl Scouts of America, etc. Just off the press. Order now: Tear out this ad. Write name, address, business connection in margin. Mail to Harper & Brothers Dept. B, 49 E. 33rd St., New York. Book will be sent postpaid. Within 10 days remit \$3.00 or return book.

## IDEAS for ADMEN



Whatever product you are advertising, from Adhesive Plaster to Zine, you will find the who? when? where? of it in this book of a thousand IDEAS FOR UNUSUAL COPY.

For the first time 2,500 famous facts about first things and events have been gathered from a multitude of sources in this remarkable book. "More fascinating than the dictionary . . . something new. Everything from (A) first abdominal operation to (Z) first zinc sheet mill."—*New York Times*.

A Record of the First Happenings. Discoveries and inventions in the U. S. edited by Joseph Nathan Kane. Cloth bound. 737 Pages. Illustrated. \$3.50 Postpaid.

H. W. WILSON CO., 950-72 University Ave., N. Y.

maintain a reasonably tolerant attitude toward press agents, but often this tolerance is strained.

It sagged almost to the breaking point recently when he was shown a letter sent out by the Chevrolet Motor Company.

It seems that one of the minor officials of this company has an unusual idea. He has written to newspapers offering out of the kindness of his heart each month to send the newspaper a portfolio into which can be pasted Chevrolet publicity items printed in that newspaper during the current month. When the month is over the portfolio is then mailed back to the company and can then be laid before officials who, no doubt, will enjoy studying the publicity and, incidentally, applauding the generosity of the newspapers.

It seems that there is room in this portfolio for about 355 inches of publicity which would seem, in some cases, to be a very meager supply of material to lay before the executives. It is probable that any publisher who insists will be given an extra book in case he runs over the allotted 355 inches.

The Schoolmaster hardly knows whom to congratulate, the company or the fortunate newspapers who have their publicity problems so nicely solved for them.

### Delin Joins Newark Agency

A. L. Delin has become associated with Monroe F. Dreher, Inc., Newark, N. J., advertising agency, as an account executive. He formerly was with Calkins & Holden, The Erickson Company and Cheney Brothers.

## Hochstadter Laboratories

Testing Engineers for  
Advertisers and Advertising Agencies

Technical Experts and Consultants  
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

TORONTO  
MONTREAL  
WINNIPEG  
EDMONTON  
VANCOUVER

## GIBBONS KNOWS CANADA

SENIOR  
CALGARY  
EDMONTON  
VANCOUVER

## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Is your publication getting the individual selling effort it needs in New York? Man with established contacts will consider another publication. Confidential. Box 529, Printers' Ink.

### Manufacturers' Representative

seeks meritorious product for distribution on Pacific Coast. Address HDW, Box 664, Beverly Hills, California.

### HELP WANTED

**PRINTING ESTIMATOR**—LARGE PRINTING PLANT REQUIRES A THOROUGHLY EXPERIENCED ESTIMATOR. WRITE IN DETAIL TO BOX 526, PRINTERS' INK.

**COPY WRITERS**—4 men, under 32, with A-1 agency experience writing clever, sophisticated, dramatic, consumer copy on nat'l accounts. \$3,000-\$6,500. Personal interview necessary with **Walter A. Lowen** (Agency), 11 W. 42nd St.

**Fully Recognized Agency in Northern Ohio** wants experienced mail order copy writer. Must have individual ability and demonstrated success in mail order advertising. Give references, detailed experience and starting salary expected. Agency is well established and handles important national accounts. Box 525, P. I.

**Advertising film salesmen**, free to travel, can make huge earnings selling low priced quality talking films to retail merchants. Company nationally known Hollywood producer. Compensation straight liberal commission. State sales experience. **ADVERTISING FILMS**. Box 176, Hollywood Station, Los Angeles.

### ARTIST WANTED

Man who has had department store experience of the advertising feeling of Lord & Taylor or Macy, advertising agency experience as an assistant art director at least, and thorough understanding of production. Call Miss Bechtel, ASHland 4-7484 and arrange to leave samples.

### AN OPPORTUNITY

New York's finest Printer and Typographer seeks the services of a capable **Sales Representative** who has contacts with buyers of typography and high-grade printed matter. P.I. Box 532.

### MISCELLANEOUS

#### FOR RENT

Furnished art room, Grand Central zone, reception room, telephone, stenographic service. Very reasonable. Some art work assured. Box 528, Printers' Ink.

#### POSITIONS WANTED

**Artist:** 12 years' experience on staff of Agencies and Litho. Houses. Figure, Design, Lettering in all media. Will go anywhere. At present in Provincetown, Mass. Box 527, Printers' Ink.

#### SEASONED ADVERTISING DIRECTOR

Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35. Box 524, P. I.

**OFFICE & CREDIT MGR.** Experienced office organizing & management. University training on Credits. 13 yrs. experience food products & auto accessories. Age 32, married. Salary \$3,000. Box 530, Printers' Ink.

**Available to assist adv. or sales promotion mgr. or solicit National Advertising, or act as Phila. sales representative.** Present position 8 yrs. soliciting newspaper ads. Reference present employer. University grad. Box 533, P. I.

## CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

**PRINTERS' INK** acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

# General Motors Offers "Knees"

Announces New Front-Wheel Assembly to Abolish I-Beam Axle

**G**ENERAL MOTORS and Ann Pennington—they both present knees.

Says G. M., announcing in newspaper space its latest development in suspension-design:

"We have put KNEES in our automobiles . . . changing your ride to a glide."

The copy explains that "people have expected something spectacular to celebrate our 25th anniversary." G. M. cars of 1934 are *not* to be the 1933 models improved, but rather "the results of far-reaching changes in automobile design."

To illustrate how kneec-action is to permit the front wheels to rise and fall independently, the advertising resorts to drawings of (1) the present-style front axle, (2) the kneec-action axle, and (3) a man, stepping over a high spot in his path.

"A new front-wheel assembly," the copy goes on, "involving a separate soft spring to each wheel, abolishes the I-beam axle. . ."

Then this somewhat ecstatic conclusion: "Have you watched a bird glide smoothly through the calm of

We have put  
**KNEES**  
in our automobiles...  
*changing your ride to a glide*

People have expected something spectacular to celebrate our 25th Anniversary, and they will not be disappointed. Our 1934 cars are not the 1933 cars improved, but are the result of a far-reaching change in automobile design. To explain this very important advance in a comprehensible manner, we look you to glance at the pictures below.

**NOW KNEE-ACTION WHEELS WORK**



Now power on a soft spring, but your entire front wheel is held together by a single I-beam axle. This means that when one wheel hits a bump, the other wheel is also affected.



But knee-action is a new way of doing things. Each wheel has its own separate soft spring. This means that when one wheel hits a bump, the other wheel is not affected.



**JUST WHY THEY GIVE YOU THE GLIDING RIDE**

A NEW front wheel assembly, involving a separate soft spring attached to each wheel, stabilizes the I-beam axle and the old front spring. Each wheel can now move up or down without communicating its motion to the other wheel.

For more than two years, in its Laboratories and on its Proving Ground, General Motors has been at work perfecting the principle of *Knee-Action Wheels*. The resulting improvement has now been made thoroughly practical and proved.

The difference in comfort produced by *Knee-Action Wheels*, especially on the last one, is beyond description.

There is something at high speeds and a road one and clinging to the road and a comfortable ride. There is no more of wheels on the road, no jolt on the moving wheel. Bumps and shocks are absorbed. Even for every bump, your body gets a rest. Have you watched a bird glide smoothly through the calm of a summer day? You may now travel almost as smoothly. With the up-and-downs absorbed by *Knee-Action Wheels*, with drafts abolished by Fisher No-Draft Ventilation, the motor ride of yesterday is gone. Our cars of 1934 will glide.

1934...



25th Anniversary of

**GENERAL MOTORS**  
CHEVROLET BUICK CADILLAC

a summer day? You may now travel almost as smoothly. With the up-and-downs absorbed by *Knee-Action Wheels*, with drafts abolished by Fisher No-Draft Ventilation, the motor ride of yesterday is gone. Our cars of 1934 will glide."

## Russian Department for Smith, Sturgis & Moore

A special Russian department has been organized by Smith, Sturgis & Moore, Inc., advertising agency, New York, to take care of the advertising of the various products of the Amtorg Trading Corporation and of other companies identified with the Soviet Union. Thurber P. Lewis is in charge of the new department.

## Increased Power for WGN

Radio Station WGN, Chicago, by authority of the Federal Radio Commission, has been granted permission to increase its power from 25,000 to 50,000 watts and to operate on clear channels.

## New Philadelphia Suburban Daily

A new daily newspaper has started publication in the Philadelphia suburban field under the name of the *Daily Chronicle*. John C. Marscher, president of the company now publishing the *Main Line Daily Times* and advertising director of the *Philadelphia Daily News*, is president of *Daily Chronicle, Inc.* John D. Scheuer is vice-president, treasurer and general manager. Fred Kimball, Inc., publishers' representative, has been appointed national advertising representative.

## "La Patrie" in Tabloid Size

*La Patrie*, Montreal, French newspaper, is now being published in tabloid size.

# Let's Get Together on That New Printing!

**Y**OU want a finished job that *thoroughly* satisfies you—on *scheduled time*—at a price that is right.

**WE** have the spirit to come through for you one hundred per cent—the finest money-saving equipment in the East—and an up-to-the-minute organization with a reputation for quality.

**T**HE two of us should work together in great shape to produce better printing. Why not send now for our representative? Have your operator phone the message to




MEdallion 3-3500



**CHARLES FRANCIS PRESS**

461 EIGHTH AVE., at 34th ST., NEW YORK





# Women's Clothing


## ADVERTISERS

including specialty shops and department stores, during the first ten months of this year placed 49.2% of their lineage in the Chicago Tribune—practically as much as they gave to all other Chicago newspapers combined and 116% more than any other Chicago newspaper received.

### Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl bldg.



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